1/15/39
Star
January 15, 1939

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 2

JANUARY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February

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9 MILLION IN NINE YEARS

Another year and another million letters! In the 9 years WLS has been under the present management, 9,299,059 letters have been received from listeners —more than a million a year average for 9 consecutive years. The WLS audience is a responsive audience and loyal—loyal to the fine programming of WLS and to the advertisers who present them.

WLS Gets Results

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

Represented By:

John Blair and Co., *New York, Chicago, Detroit, Los Angeles, San Francisco, Seattle*

XUM

NOT ON THE RATE CARD

KLZ's Mobile Unit has added another exciting chapter to this station's log of outstanding service to the Denver-Rocky Mountain area.

Above: KLZ-produced shows are constantly building business for merchants in Denver.
Below: A corner of KLZ's bustling news department.

● On the rate card all kilowatts look alike . . . there's no way to distinguish *quality* of output by studying station time charges.

But to the listener . . . and therefore to the advertiser . . . it is exactly those things which the rate card cannot picture that are most important. And it is in those things that KLZ excels.

KLZ's pride in maintaining its position of leadership in the Denver-Rocky Mountain Region is a far stronger incentive in operation than any rate card figures can possibly be. No matter of rates was involved when the giant battery of rectifiers replaced the usual generator at the transmitter plant . . . when a Western Electric program booster was added. No question of earnings influenced the elaborate landscaping project that has transformed KLZ's transmitter site into a public park that is one of Denver's showplaces. No consideration of profits dictated the erection of the spire-like Blaw-Knox vertical radiator, towering 444 feet above Denver's sky-line.

These, and the jealous vigilance with which KLZ guards its professional standards, its community services, its reputation for alertness and originality, are the factors that make KLZ the superlative voice in merchandising it has become.

These are the things which are *really* important to you . . . but you won't find mention of them on the rate card!

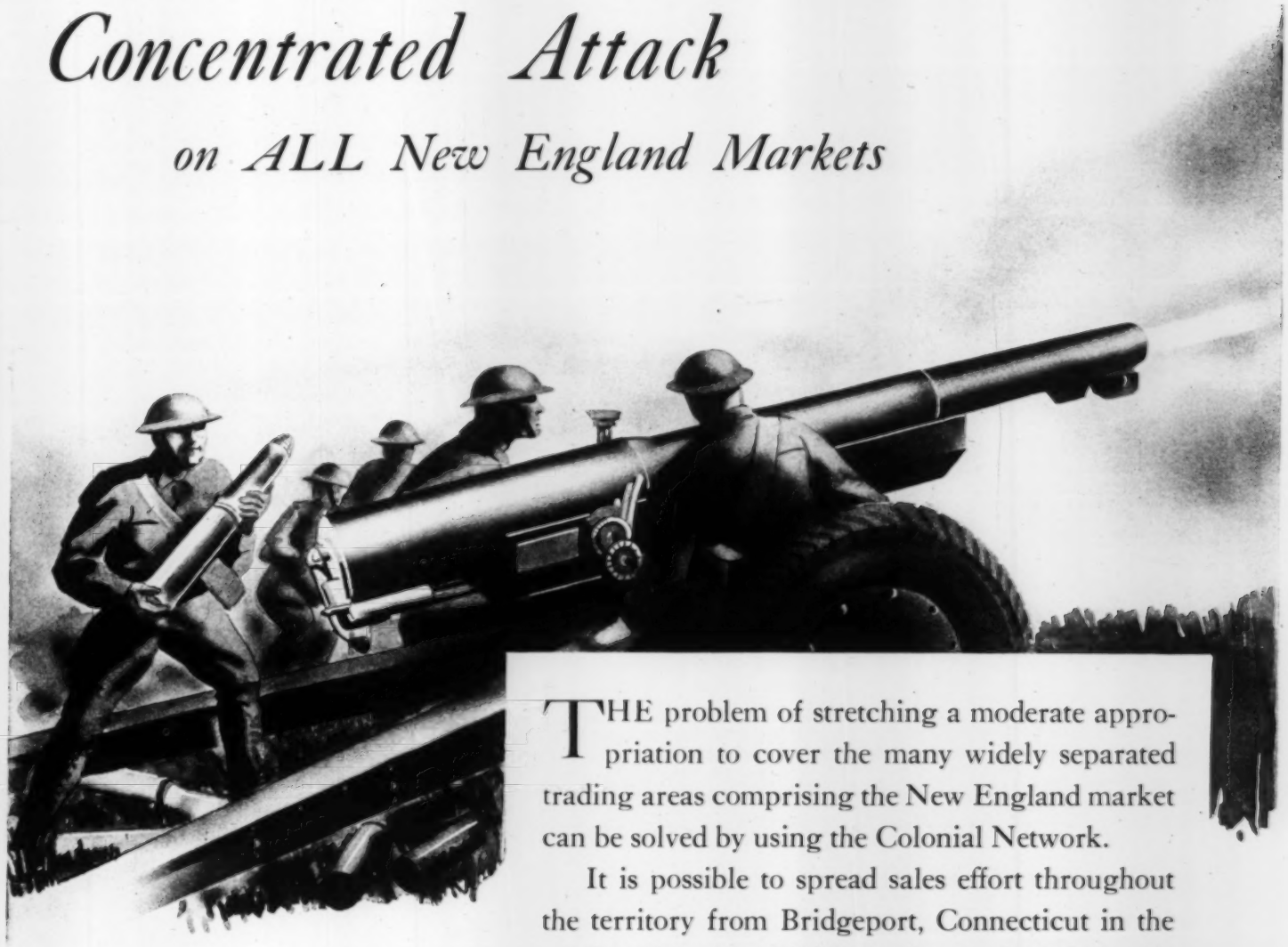
KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

Concentrated Attack

on ALL New England Markets



THE problem of stretching a moderate appropriation to cover the many widely separated trading areas comprising the New England market can be solved by using the Colonial Network.

It is possible to spread sales effort throughout the territory from Bridgeport, Connecticut in the south to Bangor, Maine in the north and do this with concentrated effect in every important market. Each of the sixteen Colonial Network stations is located in an important center of distribution and provides an effective means of direct penetration in its service area.

Through the Colonial Network you can reach more markets over a wider area at lower cost than through any other group of stations.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell, Lawrence
WATR	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

HAUNTED
by the thought of TURNING HANDS

You can power a station with a billion watts and send a signal roaring around the universe. But all in vain — unless the hands that turn the radio dials want to stop at the proper place to hear that station.

Here at WSM we think in terms of entertainment designed to stop those turning hands. That is why we maintain a huge and varied talent staff of our own. Why we comb each commercial, study each script, to eliminate any hint of offensiveness, the faintest evidence of poor taste.

Having taught a goodly portion of American hands to turn to the WSM wave length and to enjoy and trust what they hear from WSM, we consider it good business, for us as a station and you as an advertiser, never to relax our vigilance.

The hands that stop belong to people who buy your goods. May we show you how our concern for stopping hands can start a flood of buying for your products?

WSM

CLEAR CHANNEL
50,000 WATTS
N B C

NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Our official buttoner-upper

. . . of the hand in the glove

WE'VE been telling you with facts and figures . . . with maps and charts . . . with graphs and diagrams . . . how WJSV, alone among all Washington stations, fits the Washington wholesale trading areas like a hand fits a glove. It's a good snug fit, with every bit of WJSV's directionalized power pouring into the areas where it does advertisers, their wholesalers and their retailers the most good. ***And now we have a real, effective buttoner-upper. It's our "WJSV-On-Wheels" . . . the WJSV Mobile Unit. All the Washington area is our point-of-origination with this new traveling studio. Whenever anything happens, anywhere within our service area, the Mobile Unit is right there . . . ready to make on-the-spot recordings of the news as it happens.*** One national advertiser hopped on the wagon (pardon the pun) as soon as the unit was announced, sponsoring a mobile-unit show five times a week. It's been the talk of the town. And you ought to see what it does to sales!

WJSV WASHINGTON, D. C. • A CBS STATION

Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES:
New York • Chicago • Detroit • Milwaukee • Charlotte, N. C. • Los Angeles • San Francisco

all THE PACIFIC COAST IS one GREAT "SPOT" MARKET

BUYING spot time on the Coast? It will require from at least 4 to 10 or more separate contracts, plus the arduous task of finding desirable time (and holding it) on the more desirable stations.

There is a much better way. Consider the whole Coast territory as ONE huge spot market. Then plan to cover it *thoroughly*—at ONE TIME, with ONE PROGRAM and on ONE CONTRACT.

Here, constantly ready to carry your client's message, is a *regional* network of transcontinental caliber. It offers a broad selection of audience-tested programs of demonstrated pulling power. It is an integral part of the world's largest network. It is the .....

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

Early in December KVOO went on the air for the Poor Kids! Old toys were brought in by Oil Capital citizens, then repaired and repainted. On Christmas Eve, the Tulsa Community Fund was able to play Santa Claus to 10,000 children. The KVOO Poor Kids' Christmas is an annual undertaking, as well as the KVOO Bathing Suit Round-Up every spring, in which these same thousands of children get re-conditioned bathing suits for the summer through appeals broadcast by the Voice of Oklahoma. KVOO is recognized as a friend of the people in Oklahoma. In its fourteen years of existence, the hours that KVOO has contributed to charity, religious and civic enterprises would equal a young lifetime.

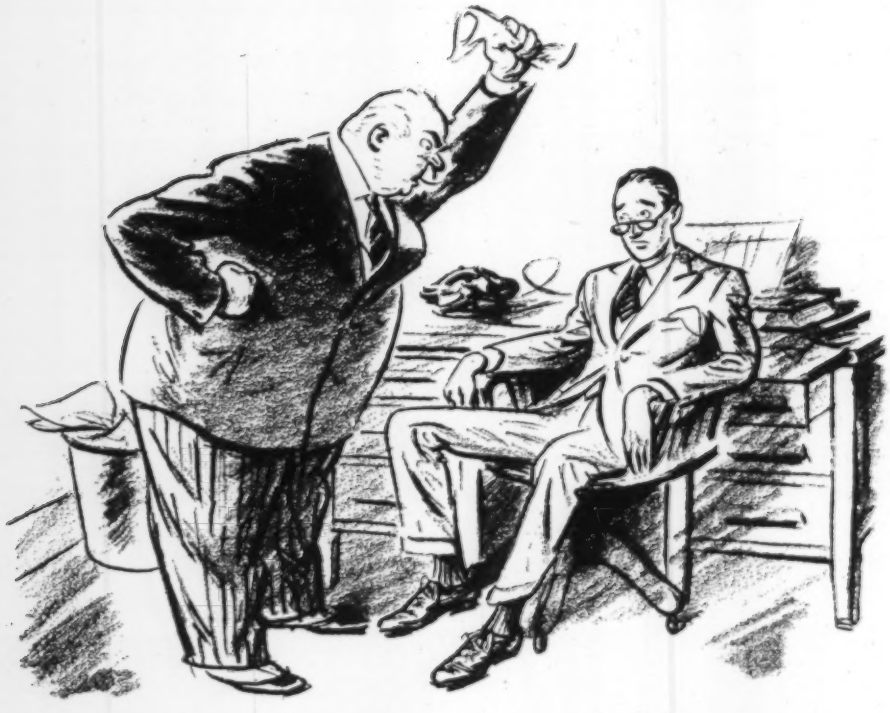
EDWARD PETRY AND COMPANY
NATIONAL REPRESENTATIVES

The Oil Capital of the World

KVOO

25,000 WATTS
—
BOTH N.B.C. NETWORKS

TULSA



"But what is KDO, dunce?"

Shush, Colonel—take it easy! Winterbottom has an amazing memory, but he can't possibly know everything about *all* the seven hundred radio stations in this country. So give him a break, and in a couple of hours he'll have the answer, from Free & Peters!

Now don't misunderstand us, Colonel. We're not superhuman, either. But there are fourteen experienced men at F & P, and we spend our entire time trying to keep abreast of radio. Nine times out of ten we really can *help* you in any "radio emergency".

So let Winterbottom give us a ring, and save yourself a stroke. We'll get the dope, even if it means an extra dividend for A. T. & T. . . . And it'll cost you nothing except the *compliments* you'll feel like paying!

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 2 WASHINGTON, D. C., JANUARY 15, 1939 $3.00 A YEAR—15c A COPY

Early Mexican Approval of Treaty Is Seen

By SOL TAISHOFF

Administrative Agreement Now Considered, Which Would Automatically Make Pact Effective for the Continent

NEW deliberations, looking to adoption of the North American Broadcasting Agreement (Havana Treaty) by an administrative agreement under which Mexico would comply to all of its terms, are under way and the outlook is considered most favorable by the State Department.

Despite refusal of the Mexican Senate to ratify the important pact at its last session, it was learned authoritatively that with the adjournment of the Senate, the Mexican Postoffice Department and the Ministry of Communications now have under advisement adoption of the treaty provisions by administrative agreement, which would be tantamount to making it effective for the principal nations of the continent. Since the United States, Canada and Cuba already have ratified the treaty, it remains only for Mexico to take the course proposed in order that the terms of the instrument shall become effective.

Under Advisement

On Jan. 11 the State Department was notified by Pierre Boal, charge d'affairs of the American Embassy in Mexico City, that the Mexican Government has the administrative agreement proposal under advisement. The Postmaster General of Mexico notified the embassy that Gen. Mugica, recently appointed Minister of Communications, is studying its terms and that the embassy would be notified of the decision within a short time.

The agreement itself, which provides for a reallocation of the 106 channels in the broadcast band from 550-1600 kc. among the nations of the continent, specifies that it shall become fully effective one year after three of the signatory nations have ratified and the fourth has signified its intention of so doing. Assuming the Mexican Government adopts the administrative agreement, this would fulfill the requirements of the agreement and its terms then could be invoked one year from that date.

Consternation over interference with operation of stations in this country by Cuban stations, which have already been shifted to new assignments under the treaty terms [BROADCASTING, Nov. 1, 1938], has been expressed both in FCC and State Department circles. Interference has reached such proportions that in several instances the FCC has authorized temporary night power increases for stations to offset the powerful signals from Havana. In this connection it is likely that overtures will be made by the State Department to the Cuban Government either to revert to its old allocations or else hold in abeyance shifts of major stations to new assignments until the treaty terms become fully effective for all nations. In so doing, interference would be minimized.

Await Superpower Report

Promulgation of new rules and regulations for stations in this country, into which the terms of the Havana Treaty are interwoven, naturally would have to be held in abeyance until the international picture is cleared through action by the Mexican Government. Despite that, the FCC Superpower Committee, which held extensive hearings last June on the proposed rules, is not yet ready to report to the full Commission on its recommendations.

Delayed by the pressure of other business, the committee, comprising Case, chairman, Craven, vice-chairman, and Payne, is expected to complete its work about Feb. 1. This report will embody the proposed new assignments up and down the broadcast spectrum, as well as new rules applying to broadcast operations. Horizontal increases for regional stations to 5,000 watts at night, where no undue interference would be caused, and of local stations to 250 watts at night, appear a foregone conclusion in the proposed report, since the terms of the treaty itself provide for it.

Class I-A, or clear channels, it is generally expected, will number about 25 of the 32 exclusive waves available to this country under the agreement. The most controversial issue is that of superpower or permitting power in excess of 50,000 watts on Class I-A channels. Because of the complexion of official sentiment, it is hardly expected the committee will recommend that 50,000 watts be adjudged the minimum power on Class I-A channels but rather that it will recommend a procedure which would retain the peak power at 50,000 watts on a regular basis at this time, with the stipulation that the time has not yet arrived for authorization of greater power. Presumably, it would be the suggestion that the rule be kept sufficiently flexible to provide for higher power grants in the future rather than place an insurmountable obstacle in the way of technical progress in that field.

Would Clear the Way

Should the Mexican Government adopt the administrative agreement to place the treaty terms in effect, the FCC will be in a position to go ahead with its plans for promulgation of the new allocations. On the other hand, if additional delays are encountered and the Commission arrives at the point where it desires to proceed, the proposed rules will cover the existing station frequency assignments while proposed assignments under the treaty would be provided in accompanying tables which would become effective when Mexico signified its intention of approving the agreement.

Conversations are expected to start shortly with the Cuban Gov-

(*Continued on page 79*)

764 Stations as of Jan. 1; Yearbook Number Out Feb. 1

THERE were exactly 764 broadcasting stations operating or authorized for construction in the United States as of Jan. 1, 1939, and 91 others in Canada. Their listing by States and provinces, by call letters and by frequencies, together with ownership, personnel, equipment and other data, will be made available in the 1939 BROADCASTING Yearbook Number which will be off the presses Feb. 1.

The Yearbook Number, with many new features added since its predecessor issues, will show that 52 new stations were authorized in the United States and its possessions by the FCC during 1938, of which 23 were on the air as of Jan. 15 of this year. Ownership of these stations will be shown in detail, together with data about their personnel etc.

Also disclosed will be the extent of the newspaper ownership in 239 stations with which newspaper interests were identified as of Jan. 1, 1939. The list shows that 25 stations in Canada also have newspaper interests identified with their ownership. This compares with 211 in the U. S. and 21 in Canada as of Jan. 1, 1938.

A complete survey of the business of broadcasting during 1938, showing both network and local receipts, with estimated breakdowns by classes of industries, by types of programs, by agency billings etc., will be included in the Yearbook Number, together with a survey of the economic structure of American broadcasting based on FCC records and on data compiled and interpreted by Dr. Herman H. Hettinger, University of Pennsylvania economist.

The major new feature of the Yearbook Number will be an index-summary of commercial and sustaining program ideas and titles compiled from the articles and items carried in BROADCASTING during 1937 and 1938. Another new feature will be a survey of program popularity and trends during 1938.

The book will number 402 pages and will be made available only to subscribers to BROADCASTING.

Durham Proposal To Retain WPTF Declined by NBC

New Company Elects Officers And Will File With FCC

PROCEEDING with its plans to purchase WPTF, Raleigh, from NBC for $210,000, the North Carolina Radio Corp., formed last month, has elected officers and shortly will file with the FCC an application for assignment of the station to it.

Simultaneously, William S. Hedges, NBC vice-president in charge of station relations, advised the Durham Life Insurance Co., present operators of WPTF, that it had rejected a proposal from the insurance company that it forego its option to purchase the station and permit it to remain in present hands.

NBC exercised its option to purchase WPTF for $210,000 several weeks ago, simultaneously announcing it proposed to turn the station over to responsible North Carolina interests at the same figure [BROADCASTING, Jan. 1]. The station operates on 680 kc., on which KPO, San Francisco, owned by NBC, is the dominant outlet. Disagreement of WPTF's application for regular full-time operation on the frequency, it was stated, motivated NBC's decision to acquire the station.

Officers Named

A. E. Finley, of Raleigh, president of the North Carolina Equipment Co., has been elected president of the new corporation which will file for transfer of the WPTF facilities, it was announced. John T. Taylor, Raleigh merchant, and Emil Rosenthal, Goldsboro merchant, were elected vice-presidents; John P. Swain, secretary of the Raleigh Merchants Assn. and the Raleigh Credit Bureau and chairman of the Wake County Board of Commissioners, was elected secretary-treasurer. Arch T. Allen, past president of the Young Democratic Clubs of North Carolina and a member of the State House, was elected attorney.

The board of directors in addition to Messrs. Finley, Taylor, and Swain, will comprise Frank A. Daniels II, treasurer *Raleigh News & Observer* and past president of the Raleigh Chamber of Commerce; J. M. Broughton, Raleigh lawyer, former member of the State Senate and a trustee of Wake Forest College; Gordon Gray, publisher of the *Winston-Salem Journal* and *Twin City Sentinel*, operating WSJS, president of the Young Democratic Clubs of North Carolina, and member of the State Senate, and Edwin Tate, Laurel Hill merchant, member of the State School Committee.

Action of NBC in declining the proposal of Durham that it forego its contemplated purchase of the station was disclosed in a letter dated Jan. 9 to S. B. Coley, president, Durham Life Insurance Co.

Mr. Coley on Dec. 31 wrote Mr. Hedges that his company was no more desirous of disposing of its interest in WPTF than NBC "now appears to be desirous of acquiring such interest." Pointing out that since Durham took over the sta-

(*Continued on page 68*)

Drawn for BROADCASTING by Sid Hix

"Here's Where I Get Around That 'Person to Person' Ruling!"

WRIGLEY PROGRAM LAUNCHED ON CBS

UNDER sponsorship of William Wrigley Jr. Co., Chicago (Doublemint gum), Jesse L. Lasky's *Gateway to Hollywood*, one of the most extensive talent searches ever conducted, was launched Jan. 8, Sunday, 6:30-7 p. m. (EST), on 72 CBS stations for 13 weeks. Setup of the series calls for a well-known film player and cast as "supporting" talent for amateurs selected in a national competition being conducted in cooperation with RKO Radio Pictures.

Nine couples from each coast are to be selected to come to Hollywood and compete for final honors. Boy and girl chosen in eliminations will be guaranteed at least six months' work as RKO players and featured in a film under names of Alice Aden and John Archer, with salary of $125 weekly. Search is open to girls between ages of 17 and 23 and boys of 21 to 27.

Bryant Washburn has charge of the eastern division search. Hobart Bosworth heads the western section. Charles Vanda, CBS Hollywood program director, now on leave-of-absence, is producing the series under direction of Lasky. Ken Niles is announcer and also contestant coach. He was formerly associate producer-announcer of *Hollywood Hotel*. Wilbur Hatch has the orchestra. Writers include Russ Johnson and Everett Tomlinson. Darrell Donnell, headquartered in Hollywood, is in charge of West Coast exploitation. Ralph Palmer of New York, directs eastern publicity for the series. Frances Hooper Agency, Chicago, has account.

Parkay Oleo Spots

KRAFT-PHENIX Cheese Corp., Chicago, on Jan. 16 starts a series of one-minute spots, 15 a week, on 25 stations for its Parkay oleomargarine. Needham, Louis & Brorby, Chicago, is agency.

MBS on Feb. 4 will start a series of programs by the Carnegie Tech Symphony Orchestra of Pittsburgh to be heard thereafter Saturdays from 1:30-2 p. m.

CBS Already Planning To Expand in Hollywood

TAXED for space to accommodate its heavy production schedule of commercial programs emanating from Hollywood, CBS has been forced to utilize two additional outside theatres for audience shows. Network has taken over El Capitan Theatre on Hollywood Blvd. for its Sunday afternoon Screen Actors Guild-Gulf Oil Corp. show, *Hollywood Guild*, and Ambassador Hotel Theatre in downtown Los Angeles, for the weekly *Back Home* program, sponsored by Forest Lawn Memorial Park Assn.

With prospects of further transcontinental shows being set for origination from Hollywood, CBS has acquired land adjacent to its new Columbia Square Bldg., and proposes to build at least two additional theatre auditoriums with approximate accommodations of 400 persons each. Addition will be at the corner of El Centro Ave. and Selma St. Date to start construction has not been announced. Prospects are that sustaining programs from Hollywood will also be increased under the expansion plan contemplated.

CBS Expands in N. Y.

IN ADDITION to the expansion of lobby space at its New York headquarters [BROADCASTING, Jan. 1], CBS is also contemplating the expansion of its studio facilities and has begun negotiations for the acquisition of additional space in a building nearby its present quarters at 52nd St. and Madison Ave. Network would like to obtain an auditorium seating at least 400 persons for use as an audience studio, as well as other smaller studios. Neither the studio nor the lobby project have been definitely settled as yet, but plans are being pushed ahead as rapidly as possible as the network hopes to be able to complete the expansion by this summer.

RICHFIELD OIL Corp., New York, using minute spots five times a week on 34 stations, promoting a prize contest whose answers will appear in *Look* Magazine. Six contests are planned. Agency is Sherman K. Ellis & Co., New York.

PAYNE DISMISSES HIS LIBEL SUIT

THE $100,000 libel suit of Federal Communications Commissioner George Henry Payne against BROADCASTING Magazine, and its editor and publisher, which has been pending in the United States Court for the District of Columbia since December, 1936, was dismissed Jan. 13.

The editorial which was the subject of Commissioner Payne's complaint criticized his examination of Powel Crosley Jr., head of Station WLW. Commissioner Payne charged that it transcended the limits of fair comment and libeled him. The magazine explained to Commissioner Payne it had no intention of transcending the limits of fair comment or of doing more than expressing its reasonable disagreement with the views he had expressed and the manner in which he had expressed them. The dismissal came pursuant to the resulting understanding had between the parties that the editorial was published by the magazine, its editor and publisher, in good faith as a criticism in a matter of great public interest, as the magazine saw it at the time, and without any malice; and that it was not intended to reflect in any way upon Commissioner Payne's personal or official integrity.

NBC Added 25

NBC in a year-end roundup reports that it added 25 stations as affiliates during 1938, bringing its total outlets to 166, and also concluded an agreement with Canadian Broadcasting Corp. whereby American commercials could be broadcast over 31 stations of its transcontinental network. The affiliates added during the year are WBRC, Birmingham; KTSM, El Paso; WBRE, Wilkes-Barre; KSEI, Pocatello, Ida.; KPFA, Helena, Mont.; KGKO, Ft. Worth; KTOK, Oklahoma City; WMFF, Plattsburg, N. Y.; KMA, Shenandoah, Ia.; WALA, Mobile; WGAL, Lancaster, Pa.; KUTA, Salt Lake City; WLAK, Lakeland, Fla.; WFDF, Flint, Mich.; WJIM, Lansing, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; KTFI, Twin Falls, Ida.; WAPO, Chattanooga; WLBZ, Bangor, Me.; WRDO, Augusta, Me.; WEEU and WRAW, Reading, Pa.; WNBC, New Britain, Conn.; CMQ, Havana, Cuba.

Eight Added by CBS

DURING 1938 CBS added eight stations to its list of affiliates and dropped five stations. Additions were WAPI, Birmingham, replacing WBRC of that city; KARM, Fresno; KROY, Sacramento; WBRK, Pittsfield, Mass.; WGAN, Portland, Me.; KGGM, Albuquerque; WABI, Bangor, replacing WLBZ, that city; WBRY, Waterbury. Stations which lost their CBS affiliation during the year were KNOW, Austin; WALA, Mobile; KGKO, Wichita Falls (now in Fort Worth).

CHICAGO and Providence have been added to the list of cities to be visited by Arturo Toscanini and the NBC Symphony Orchestra this season, the Chicago concert to be held Jan. 31 and the Providence one Feb. 7. Newark, Baltimore and Boston have already presented concerts by the maestro and his orchestra.

Bone Heads Patent Committee, Promises Copyright Bill Action

Case Nomination Seen Unopposed; Little Demand For Investigation Noted as Congress Opens

By WALTER BROWN

AS THE 76th Congress perfected its organization and settled down for work, a number of matters of direct interest to the radio industry appeared on the legislative horizon.

Among these are copyright legislation, proposals for Government operation of a superpower radio station, investigation of the broadcasting industry and the FCC, changes in the present FCC act, and certain limitations on radio advertising.

During the closing days of the last session, an unsuccessful effort was made by the then Chairman John J. O'Connor of the House Rules Committee, who was later defeated for reelection, to drive through the House a resolution to investigate the FCC and the industry in general.

No Inquiry Demand Yet

As yet no specific demands have been made for an investigation at this session but they appear to be in the offing. Rep. Wigglesworth (R-Mass.), second ranking Republican on the House Appropriations Committee and long an advocate of a Congressional probe, made this statement:

"I still think there should be a thoroughgoing investigation of the FCC and if someone else does not introduce a resolution for such an investigation, I will."

During the week of Jan. 23 the House appropriations subcommittee on independent offices is expected to reach the FCC and officials of the Commission will be called to justify the budget recommendation for a larger appropriation during the next fiscal year. Mr. Wigglesworth is on this committee and he indicated he would question Chairman Frank R. McNinch at length regarding the work of the Commission. He said he is not at all impressed with the investigations which the Commission is conducting and is still of the opinion that Congress should act.

On the Senate side, Senator White (R-Me.), who has been asking for a radio investigation with a view to strengthening the law, is not yet ready to reveal what his course will be. He told BROADCASTING he was giving the matter serious study, stating he had some definite ideas as to what should be done in the field of radio broadcasting, and within a week or two would probably have something to say.

There were material changes in the Senate committees which handle legislation dealing with radio matters. Senator Homer Bone, (D-Wash.) was elected chairman of the Senate Patents Committee, which has charge of copyright legislation, succeeding former Senator McAdoo. On Jan. 12, Chairman Bone secured passage of a resolution authorizing his committee to hold hearings and employ help.

He told BROADCASTING one of the first committee assignment requests he made when he came to the Senate was Patents and he was glad to now head it because of a long-time interest in patent and copyright legislation.

"I am interested in the whole subject of patents and I have felt for sometime, as the special Monopoly Committee is now discovering, that 'patent pools' are the chief causes of monopoly," he said. "I intend for the Patents Committee to go into the whole subject, including a new copyright bill and the copyright convention."

Sen. Bone did not mince words in expressing his opinion as to the unfairness of the present copyright law under which an arbitrary fine of $250 is levied for innocent infringement of a copyright. He said he wanted the law fixed whereby each violator would be tried and each case stand on its own merits.

Rep. Daly (R-Pa.) has reintroduced in the House his bill (HR-926) to "amend and consolidate the acts respecting copyright" which would recognize the rights of performing artists.

Gurney Assigned

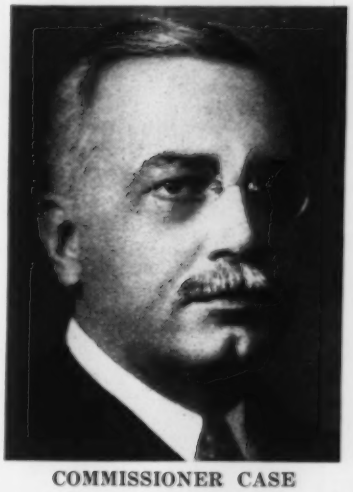
Radio fared well in election of new members to committees when Senator Chan Gurney, (R-S. D.) was assigned to the Senate Interstate Commerce Committee, which handles all legislation dealing with the FCC, radio and communications. He is the former operator of WNAX, Yankton. Other new members on this important committee are: Lundeen (FL-Minn.), Stewart (D-Tenn.), Tobey (R-N. H.), and Reed (R-Kan.).

Chairman Wheeler will return to Washington during the week of Jan. 16, and one of the first meetings of his committee will be to consider the renomination of Commissioner Norman S. Case for a seven-year term from last July 1, which President Roosevelt sent to the Senate Jan 10. No opposition has been expressed to Commissioner Case, but he may be called before the committee to be asked certain questions regarding the operations of the FCC. Sometimes Senators find this an effective way to get information regarding Federal agencies.

The Senate Commerce Committee, which handles legislation dealing with advertising, such as the Food and Drug Act, is now headed by Senator Bailey (D-N. C.), who succeeded the late Royal S. Copeland. New members on this com-

(*Continued on page 76*)

Renominated to FCC



COMMISSIONER CASE

ESSO ON THE AIR

Promotion Film Shows How Reporters Work

THE STORY of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts, sponsored by Esso Marketers, is graphically presented in the talking film *News in the Air* compiled for presentation in schools, colleges and other educational centers.

The picture, one of a promotional series for Esso, traces the methods by which news has been spread, from the drum beats of savage tribes up to our present mechanized system of describing events as they happen via telephone, telegraph, teletype and, most recently, radio.

How Esso reporters receive news immediately before and often during their broadcasts is illustrated by means of the "flash" incident of the sinking of the U. S. Gunboat *Panay* by the Japanese in December, 1937.

News of the world-stirring event actually went on the air all over the world while the UP reporter, forced to swim from the sinking gunboat, was still telling his story to Shanghai headquarters on the telephone. This achievement, the film commentator states, is possible today only through radio.

When the picture is shown at Esso dealer meetings, a trailer is added suggesting ways of making most efficient trade use of the broadcasts, such as presenting to customers at Esso filling stations a schedule of the news programs on their local radio station. Another method shown is the house-to-house visit plan. The Esso representative distributes broadcast schedules to housewives to whom he also delivers a sales talk on the services available at his station. The Esso broadcasts are credited with being largely responsible for the increase in business reported by representative dealers from all sections of the country.

A total of 32 stations now carry the five-minute news broadcasts, heard six days a week, under the sponsorship of Colonial Beacon Oil Co., Standard Oil Co. of New Jersey, Standard Oil Co. of Pennsylvania, and Standard Oil Co. of Louisiana.

FCC Makes Study Of Questionnaire

McNinch Studies Proposal for Annual Data From Stations

SETTING UP of permanent questionnaire "schedules" to procure on a regular basis information on industry finances, employment and program breakdowns, is awaiting FCC action, after having been cleared in a preliminary way by its Accounting Department, which consulted with the industry.

As a first phase, a pamphlet of instructions and interpretations of questions has been drafted and now is before FCC Chairman McNinch for scrutiny. Presumably this rule book would be made public in advance of the actual questionnaires so stations would be advised in advance of the type of information which will be sought for the calendar year 1938 and thereby be in a position to adjust their books accordingly before the 1938 records become obsolete. The NAB accounting committee, headed by Harry S. Wilder, WSYR, and with the administrative aid of Edwin M. Spence, NAB secretary-treasurer, has been in frequent conference with William J. Norfleet, FCC chief accountant, and his assistant.

Reduced in Size

Whereas the original proposed form of the FCC covered some 100 photostatic pages, the tentative new form has been reduced to about a score of photostat sheets. Among other things, maintenance of a daily station log, covering all operations, would be necessitated by the proposed questionnaire form.

Presumably, after Chairman McNinch approves the rule interpretations, FCC sanction also will be sought before it is released. Then the actual form of questionnaire will be subject to further conferences between the NAB accounting committee and Mr. Norfleet's department, after which it also will require FCC approval [BROADCASTING Jan. 1].

Roundtable Discussion Marks Kellogg Program

WITH Niles Trammell, NBC New York executive vice-president, and John U. Reber, vice-president in charge of radio of J. Walter Thompson Co., that city, on hand for the initial broadcast, Kellogg Co., Battle Creek, on Jan. 15 was to start its new series from Hollywood on 48 NBC-Red network stations, Sundays, 10-11 p. m. (EST). Format is new to radio. Informal gathering of film names dominating the program has been titled *The Circle*.

Ronald Colman is to preside weekly as president, with Carole Lombard secretary. Title of "beadle" has been conferred upon Cary Grant. Other "club" members include Lawrence Tibbett, the Marx Brothers, Groucho, Chico and Harpo, with Robert Emmett Dolan's orchestra. Guest talent will also be featured. *Circle* participants will mull over choice bits of poetry, philosophy, anecdotes and general conversation in an atmosphere of informal and impromptu discussion and music. George Faulkner heads the writing staff with Tony Stanford producing.

CBS Lifetime Net Totals $22,500,000

New Station Ownership Questionnaire Injects Life Into Proceedings, Brings Baffled Response From Industry

A FIZZLE insofar as newspaper headlines are concerned, the FCC's widely publicized inquiry into network operations and tendencies toward purported monopoly has taken a new turn, which on paper appears to be directed against individual station ownership.

As the Inquiry Committee itself began Jan. 10 the second lap of its listless taking of testimony with CBS opening its case, the FCC accounting department sent to all stations a new questionnaire which inquired into innermost phases of ownership, operation, policies and personnel of all licensed stations. Supplementing data requested from networks, holding companies and shareholders in stations, the new questionnaire immediately brought a torrent of criticism from stations, who besieged their Washington attorneys and the NAB for advice [see complete story on page 22].

The Commission's only retort has been that if stations question the propriety of the new inquiries, they should state them formally to the Commission or attempt to procure legal redress. Returns are due Jan. 25.

Off to a Fast Start

CBS began presentation of its case Jan. 10 before the Inquiry Committee. Whereas NBC's presentation consumed a total elapsed time of six weeks from Nov. 14 to Jan. 5, CBS, with reasonable cross-examination, hopes to complete its presentation within two weeks. It got off to a flying start the first day but then was slowed up by detailed cross-examination in connection with its corporate structure and its financial history by George B. Porter, FCC assistant general counsel.

Although CBS did not begin operation until a year after NBC's advent in 1926, it has earned approximately the same amount of net profit since its establishment, Frank K. White, the network's treasurer, revealed in his testimony. A consolidated profit and loss statement for the network from 1927 to Jan. 1, 1938, disclosed an aggregate net income of approximately $19,000,000—which just about equaled NBC's net figure for the 11-year period beginning in 1926. [See NBC analysis on pages 26-27.]

HUDDLING at the FCC counsel table are Edward Klauber, CBS executive vice-president, and former judge John J. Burns, chief counsel for the network.

Mr. White estimated that CBS would show a net profit for the 1938 year of approximately $3,500,000 or about $800,000 less than the preceding calendar year. This figure would raise the CBS lifetime net to approximately $22,500,000—which maintains its slight advantage over NBC's 12-year record.

CBS pursued presentation of its case in a business-like way, running its witnesses through prepared testimony on a question-and-answer basis as speedily as possible. John J. Burns, of New York, former general counsel of the Securities & Exchange Commission, former Massachusetts judge and a onetime professor of law at Harvard, is the network's chief counsel. Despite lack of previous experience in broadcasting, he displayed remarkable familiarity with broadcast operations and with industry affairs.

A Dozen to Appear

All told, CBS plans to offer a dozen witnesses, including President William S. Paley. Mr. Paley had been scheduled tentatively to appear during the first week of the hearings but illness forced a postponement, probably until Jan. 17.

Edward Klauber, executive vice-president of CBS, while not scheduled definitely as a witness, has been present at the hearings from the start as chief advisor to Counsel Burns.

Presumably because the hearings have failed to yield the type of notoriety anticipated, observers looked upon the new foray into station ownership and other business activities of licensees as a possible step in the direction of pepping things up. The inquiry is broken down into five phases, with networks constituting the first. The second will cover testimony of groups outside of actual broadcasting operations who have filed appearances, and the third management contracts and leases. The fourth phase, dealing with the nature and extent of common ownership of broadcast stations, is that into which the new questionnaire falls. It is hardly expected this chapter will be reached until latter February or March, based on the snail's pace now being maintained. The fifth phase covers transcriptions.

When the storm of industry protest over the new questionnaire developed, the NAB called an informal conference of leading radio practitioners in Washington to discuss the matter. Despite the feeling that certain phases of the questionnaire—particularly in connection with the financial returns of licensees from businesses other than broadcasting—transcends the Commission's authority, it nevertheless has been unofficially stated on behalf of the Commission that it feels the "public interest" clause of the law gives it sufficient legal basis to seek the data.

Thus far the only witnesses who have appeared for CBS have been Dr. Frank N. Stanton, manager of market research; Mefford R. Runyon, vice-president in charge of owned and operated stations and in supervisory charge of station relations, Treasurer White, Edward R. Murrow, European director and Hugh A. Cowham, traffic manager. In addition to the witnesses CBS itself had scheduled Ralph F. Colin, general counsel of CBS and treasurer of the Park Corp., Mr. Paley's holding company, has been asked to testify by Commission Counsel Porter in connection with that corporation.

Mr. Paley is expected to highlight the CBS presentation, with a defense of the network's policies and probably a strong plea dealing with exclusive network contracts. In this respect, the CBS contract with affiliated stations differs from most others, since it precludes association of any CBS outlets with any other major network. In some quarters, this practice has been questioned and it is an issue in the proceedings.

Program Policies

The network's program policies likewise probably will be covered by Mr. Paley. During the NBC case, emphasis was placed upon children's programs, commercial credits and presentation of controversial issues. Mr. Runyon in his testimony observed that CBS does not sell time for presentation of controversial issues, and stated that its contracts with advertisers carry specific provisions dealing with restrictions placed on the type of program material accepted.

The complete autonomy of local managers of the nine CBS owned and operated stations over clearance of time for local programs of outstanding importance was stressed by Mr. Runyon. Commercials as well as sustainings, he said, are sidetracked for such local features when, in the local manager's discretion, the event is sufficiently important. That CBS has steadily increased its payments to affiliates over the years, was brought out by Treasurer White. Percentagewise, these payments amounted to 42.36% of net sales during 1937, he said, as against 21.53% in 1931. The ratio of payments to affiliates has increased as the business of the network has improved, he declared.

Vice-Chairman Brown and Commissioner Sykes sat through practically all of the CBS presentation Jan. 10-13. Commissioner Walker was present a substantial part of the time but Chairman McNinch did not participate save for a few brief periods. General Counsel William J. Dempsey did not handle the cross-examination of CBS witnesses, as he did in the case of NBC, and was present only briefly at the opening session of the CBS presentation.

FIRING the first CBS shot of testimony when that network took the stand before the FCC network inquiry committee was Dr. Frank N. Stanton, manager of market research, facts and figures.

Runyon Key Witness

CBS got off to a flying start Jan. 10, virtually completing presentation of its owned and operated station case on that day. Mr. Runyon, CBS vice-president in charge of owned and operated stations as well as in supervisory charge of station relations, was the key witness. He was preceded by Dr. Frank N. Stanton, manager of the CBS research division, and a well-known figure in research and economics.

At the counsel table for CBS was John J. Burns, chief inquiry counsel for CBS, former general counsel of the Securities & Exchange Commission, former state judge, and former professor of criminal law at Harvard. Flanking him was Edward Klauber, CBS executive vice-president, who though not an attorney, is the chief officer of CBS, handling operations.

Judge Burns estimated the CBS case would consume some two weeks, including "reasonable" cross-examination by the FCC. A dozen witnesses tentatively are listed to appear. Duke M. Patrick, former Radio Commission general counsel, and now Washington attorney for CBS, will handle presentation of the CBS case on duplication of programs and coverage, which is expected to wind up the network's presentation. Judge Burns also was assisted by Paul A. Porter, Washington staff attorney for CBS.

In addition to Messrs. Runyon, White and Paley, other key CBS

witnesses scheduled to appear include W. B. Lewis, vice-president in charge of programs; Herbert V. Akerberg, station relations vice-president; Gilson B. Gray, director of commercial editing; Lawrence W. Lowman, vice-president in charge of operations, who will also deal with artists bureau activities; representatives of its artists bureau activities; Paul W. Kesten, vice-president, on sales policies, advertising and television development, and finally Dr. Stanton and William Lodge, on duplication of programs. Mr. Klauber, while not scheduled to testify, will hold himself in readiness as CBS' final witness to offer testimony on matters not sufficiently covered by preceding witnesses.

While CBS whipped through the first day covering an amazing amount of ground in comparison to the progress made by NBC during most of its presentation, this largely was attributable to the fact that there was a minimum of questioning from the bench. Chairman McNinch was absent except for the closing minutes of the proceedings, while General Counsel Dempsey was away due to arguments before the Court of Appeals.

Commission Counsel Porter, in his cross-examination of Mr. Runyon, stressed particularly the autonomy of local managers of the nine CBS owned, operated and leased stations. He sought to develop the degree of discretion they held in cancelling CBS programs to make way for local sustaining features of transcendent importance. Though he put the question in a number of different ways he drew from Mr. Runyon the unequivocal response that the local managers were the final arbiters.

Tells of Profits Of Network for Year

To lay the foundation for Mr. Runyon's testimony, Dr. Stanton identified and described for the record a series of exhibits dealing with industrial statistics, gleaned from various sources, including BROADCASTING's 1938 YEARBOOK edition. These served to depict CBS' position in the industry.

CBS owns eight stations (WBT, WCCO, KMOX, KNX, WBBM, WKRC, WJSV and WABC) and leases one (WEEI), Dr. Stanton declared. As of Oct. 1, last, CBS had 102 affiliated stations, exclusive of the owned and operated group. Replacement value of the CBS owned and operated stations, and of the network's facilities as of the end of 1937 was computed at $9,322,838. The net revenue of CBS for 1937 was $23,829,544, and the net income $4,297,567. The total gross revenue for the industry in 1937 was $141,436,226, of which the networks realized a gross of $69,612,495, and CBS a gross of $28,722,118.

Mr. Porter cross-examined the witness on the authenticity of the figures he had quoted, and asked him, among other things, about BROADCASTING Yearbook. Dr. Stanton asserted that it is "regarded as authentic in the industry" and that its estimates were construed as reliable.

As the first principal policy witness for CBS, Mr. Runyon, whose rise in radio has an Horatio Alger flavor, dwelt largely on owned and operated station affairs. He began in radio in 1931 as a traveling auditor for Price, Waterhouse & Co., CBS auditors, and then became comptroller, assistant treasurer, treasurer, and then vice-president and a director, in charge of the owned and operated stations, and in general charge of station relations, along with other executive duties.

PENSIVE might describe the mood of Mefford R. Runyon, CBS vice-president, who described in detail management and functions of CBS' nine owned and managed stations, under his immediate direction, during the opening of the CBS case Jan. 10.

CBS has a total of 1,724 full time employes of whom 274 are artists or musicians, Mr. Runyon explained in responding to questions by Judge Burns. In addition a number of employes are given "casual employment" or engaged on a per performance basis, he said. The payroll in 1938 totaled $5,309,330, and with the "casual" employes, aggregated $6,382,659. Breaking down the employment rolls, he brought out 861 employes are in New York headquarters; 218 in Chicago; 215 in Los Angeles; 107 in St. Louis; 74 in Washington; 68 in Boston; 65 in Minneapolis; 51 in Charlotte; 43 in Cincinnati, 11 in San Francisco, 5 in Detroit, 2 in Milwaukee; 2 in London and 1 in Geneva.

Functions of Network Officials Delineated

Functions of various officials in the CBS organization were outlined by Mr. Runyon in describing a massive organization chart introduced in evidence. These included artists' service operations, and when FCC counsel inquired whether there would be detailed testimony with regard to them, Mr. Runyon explained subsequent witnesses would testify. This was significant because during NBC's testimony, the FCC appeared to make a major issue of such collateral operations.

Mr. Runyon brought out that resident managers of CBS stations have comparatively free rein. He described a series of exhibits covering each of the nine stations comparing programs, both commercial and sustaining, of local origin, with those originated by the network. The first of these showed that during 1937 these stations carried an average 1326 hours of local sustaining time, covering 3,128 broadcasts. These varied with the stations.

DETAILED tabulations of CBS income, expenses and net operating profit, 1927-1937 inclusive, will be found on pages 70 and 71. Comparable figures for NBC will be found on pages 26 and 27. A table showing stockholders in CBS of its officers and directors, together with listings of their other stock ownership is on page 72.

A second exhibit dealt with an analysis of total operating time for 1937 and the first nine months of 1938. The breakdown showed that for 1937, the nine stations carried 19,685 sustaining hours and 17,511 commercial hours in network time, representing 63% of their total hours on the air, and 8,743 hours of sustaining local time, as against 13,467 hours of commercial local time, or 43%. Total time on the air, divided between sustaining and commercial hours, showed 48% sustaining and 52% commercial. For the first nine months of 1938, network sustaining time amounted to 67% and commercial time 63% of network time, and 33% sustaining and 41% commercial of local time.

Use of Live Talent And Transcriptions

An analysis of local time for 1937-1938 dealing with live talent versus transcription on the owned and operated stations, showed that of local commercial time, 64% was live talent and 36% electrical transcription, these combined amounting to only 23% of the time of the stations during 1937. Local sustaining programs were divided 78% live talent and 22% transcription. For the first nine months of 1938, local commercial time was divided 61% live talent and 39% electrical transcription; local sustaining time, 70% live talent and 30% transcription.

Other Runyon exhibits covered an analysis of non-New York network originations over CBS for 1937 and the first nine months of 1938; a compilation of sustaining programs of public interest and service broadcast locally by WJSV as a typical example; analysis of local commercial time for the 1937 and 1938 periods, broken down between national spot and local advertising, and a sample time contract of WABC and that employed by Radio Sales, spot subsidiary of CBS.

Mr. Runyon explained that Gilson Gray, CBS commercial editor, passes on the acceptability of both products and programs sponsored over CBS, and over owned and operated stations. Joseph H. Ream, CBS secretary and general attorney, is consulted on contest and lottery issues as well as other questionable program ideas.

Local Managers Have Refusal Right

CBS has a policy against selling time for presentation of controversial issues, except during campaign years by qualified candidates, Mr. Runyon asserted. The same policies apply for managed and operated stations, except where local and State election campaigns are involved. Script always is requested in advance, and questions of policy are submitted to Mr. Ream.

There are certain high-quality sustaining features which are in the "must" category, he said, and network commercials likewise generally are carried, but can be cancelled for the presentation of a local civic feature of widespread local interest. When Mr. Porter pressed him on the refusal right of the local manager of owned and operated stations to make way for local sustainings, Mr. Runyon reiterated that the decision finally is the prerogative of the local manager. The network, he said, has the primary responsibility, but nevertheless relies upon the local manager's judgment on clearance. Under no circumstances, he said, does CBS require regular affiliates to carry sustaining programs, though certain sustainings are mandatory with managed and owned stations.

Station managers likewise control local sales policies of the owned and operated stations, Mr. Runyon

(*Continued on page 70*)

DEADLY SERIOUS were the expressions of these CBS executives shortly after the opening gavel for presentation of the CBS testimony Jan. 10 at the FCC network inquiry. Left to right are M. R. Runyon, vice-president for owned and operated stations; Duke M. Patrick, Washington attorney and of CBS counsel; Harry C. Butcher, CBS Washington vice-president, and Frank K. White, CBS treasurer.

AFRA Threatens Net Talent Strike

Local Unions to Vote By Jan. 22 on the AAAA Scale

THREAT of a nationwide strike of radio talent that might conceivably throw every commercial network program off the air was raised Jan. 12 at a meeting of the national board of the American Federation of Radio Artists.

Passing a resolution that "conditions have arisen in the field of commercial radio broadcasting which make it imperative that members of AFRA refrain from working for advertising agencies and producers who fail to become signatories to AFRA's Code of Fair Practice," the union officials issued a call to all locals to hold meetings of their memberships not later than Jan. 22 to vote on the strike issue. This notice was sent to locals despite the fact that at the union's recent convention in St. Louis, the national board was given power to call a strike on its own initiative.

Call for a strike vote of the 6,000 radio actors, singers and announcers comprising AFRA membership followed the union's action in breaking off negotiations with a committee representing the advertising agencies after a year of conferences on the question of establishing a code of minimum wages and conditions for performers employed on network commercial programs. At a meeting held Jan. 10, the agency committee submitted its suggested minimum wage rates, in answer to the code submitted by AFRA to the agencies Dec. 8 [BROADCASTING, Dec. 15]. The AAAA minima, according to AFRA's statement following the meeting, "were so far below prevailing rates for national network sponsored programs that the AFRA representatives informed the Agency Conference Committee that it was their unanimous opinion that no valuable purpose could be served by continuing the conferences."

Stating that conferences with individual agencies indicate that some of them are willing to adopt a code of fair practices satisfactory to AFRA, the board said that no action will be taken by AFRA members against any agency or its programs if it signs the AFRA Code. The board also instructed AFRA members not to sign any contracts for radio work without the approval of the union's executive secretary, and unless such contracts contain a clause rendering them void at the time a strike is called unless the agency or producer has signed the Code.

The AAAA Proposals

Minimum pay for actors suggested by AAAA is $15 for a quarter-hour show, including 2 hours rehearsal; $20 for a half-hour show, including 3 hours rehearsal, and $25 for an hour show, with four hours rehearsal, rebroadcasts to carry an additional 25% of the base rate. Overtime rehearsals to be paid for at $1 per quarter-hour. (AFRA's suggested minimums were: $15 for a quarter-hour and $10 for a rebroadcast; $25 for a half-hour and $12.50 for rebroadcast; $35 for an hour and $17.50 for a rebroadcast, with all rehearsals being paid for at $6 per hour.)

AAAA also suggests discounts of 10% for two shows weekly, 20% for three, 25% for four and 33⅓% for five or more programs per week. (AFRA included no such discount in its proposals.) Solo singers in the AAAA minimum scale would receive the same rate of pay as actors, with rates for singers other than soloists to be proportionately discounted for the number taking part, and with due regard to their total cost to the sponsor. (AFRA classified its singers into four groups, with a sliding scale ranging from $14 for a quarter-hour program for singers in groups of nine or more to $40 for a quarter-hour for soloists; half scale for rebroadcasts and extra pay for rehearsals.)

For making transcriptions, AAAA suggests a minimum fee of 75% of the broadcast fee for a single transcription of not less than 15 minutes, with proper discounts to be negotiated between agency and talent and based on time consumed when multiple shows are recorded at the same session. There is to be no charge for taking shows off the line for recording, as no additional effort is required of the talent (but use of records should be restricted to the same sponsor unless otherwise agreed). Where a program is broadcast live on a network and there is a separate session for recording the same program, the additional fee shall be the same as for a rebroadcast.

Other AAAA suggested minimum scales: Dramatized commercials, when actor is not otherwise in the cast, $10 each, regardless of length of program, including a one-hour rehearsal, and with 25% additional for rebroadcast. Bit parts, $5 minimum per show, including a two-hour rehearsal (crowd effects excepted). No charge for doubling parts in the same show. Program auditions, 50% of broadcasting minimum rate of pay; voice and talent tests free of charge. Scale for actors and singers is also applied to announcers, except staff announcers for whom minimum commercial scales have already been established.

Regarding cancellations, the AAAA suggestion is that the terms should be fair to both talent and employer; avoid involving the latter in unmerited embarrassment and the former in unmerited loss of employment.

These proposals were submitted to AFRA in a letter signed by the Agency Conference Committee, John La Roche, chairman, which reads as follows:

The Conference Committee, composed both of members of the AAAA

(*Continued on page 74*)

Suggested Minimum Pay For Actors and Singers On Sponsored National Network Broadcasting

(Does not apply to regional or local broadcasts)

$15 for ¼ hour show—including 2 hours rehearsal.
$20 for ½ hour show—including 3 hours rehearsal.
$25 for 1 hour show—including 4 hours rehearsal.
(25% of base rate additional for rebroadcast)

Rehearsal overtime—$4 per hour, payable $1 for each quarter-hour or fraction thereof.

Discount for multiple shows per week: 33 1/3% for 5 or more shows; 25% for 4 shows; 20% for 3 shows; 10% for 2 shows.

Thus the minimum for 5 shows per week would be $50 ($62.50 with rebroadcast).

Dramatized commercials, when actor is not otherwise in the cast, $10 each, regardless of length of show, including 1 hour rehearsal, and with 25% of base rate additional for rebroadcast.

Rehearsal overtime—$4 per hour, payable $1 for each quarter-hour or fraction thereof.

Bit parts $5 minimum per show including 2 hour rehearsal (Crowd effects excepted).

For making transcriptions: For single shows, where the program is for transcription only and is not less than 15 minutes in length, 75% of above minima for live broadcast. For multiple shows recorded at the same session, a proper discount to be negotiated between agency and talent and based on time consumed.

For taking show off the line for recording: No charge in view of no additional effort being required of the talent (but use of records should be restricted to same sponsor as broadcast, unless otherwise agreed).

Where a program is broadcast live on a network and there is a separate session for recording the same program for transcription broadcast, the additional fee shall be the same as for a rebroadcast.

For auditions: 50% of broadcasting minimum rate of pay for program auditions; voice and talent tests should be free of charge.

Doubling parts in the same show; no charge.

Rates for singers, other than soloists, to be proportionately discounted for number taking part, and with due regard to their total cost to the sponsor.

Above scale and conditions for actors and singers to apply also to announcers except staff announcers for whom minimum commercial scales have already been established.

Cancellation terms: Should be fair to both talent and employer; avoid involving the latter in unmerited embarrassment and the former in unmerited loss of employment. No employer should be bound to continue with an artist who, in the producer's opinion, proves incompetent or detrimental to a show through no fault of the employer, but employer should guarantee artist 50% of minimum scale for the broadcast in question.

Each employer should have the right to discharge any employee for justifiable cause without payment of any guarantee.

These various suggested provisions are related to one another in constituting a total cost to the sponsor.

ACA WORK SCHEME REJECTED BY FCC

THE FCC is not justified at this time in adopting a suggestion of the Joint Unemployment Council, American Communications Assn., for a group of radio projects designed to employ jobless men, the Commission informed the ACA in a letter dated Jan. 11.

After careful study and consultation with the WPA, the FCC said it found that some of the projects were meritorious but "a detailed analysis indicates that the Commission is not justified at this time in sponsoring them because of the practical difficulties involved." In addition it is stated that the WPA would not look with favor upon projects which involve a house-to-house canvass.

The Commission points out that "it is unable to assign the necessary supervisory and planning personnel as its staff is already overburdened with regular work. Also, the funds available from the Commission appropriation are insufficient to permit the purchase of necessary technical apparatus required to carry out the projects." The FCC said it will continue to study the projects which appear to have greatest merit and, "if it is found that the difficulties and personnel and financial restrictions can be overcome, consideration will again be given to the practicability of carrying out such of these as may be within the scope of Commission activities."

ACA Contract Includes Most of WPEN's Staff

WITH THE exception of staff musicians, station manager and press agent, every employe of WPEN, Philadelphia, is included in the contract signed by the station's management with the American Communications Assn., CIO union. Even porters and switchboard operators are included under the terms of the one-year agreement, which calls for a closed shop, hiring to be done through ACA, vacations with pay and sick leave. Contract calls for pay increases for all employes except technicians, who already have an ACA contract which runs until March.

Engineers at WFIL, Philadelphia, will get 10% salary increases under a new contract, retroactive to Nov. 1, 1938, signed by the station and ACA recently. Station had been operating under the terms of a former contract, which expired Oct. 31. New contract also gives technicians two weeks vacation with pay annually, extra pay for working on legal holidays, sick leave with pay and leave of absence up to six months in case of illness. ACA is also discussing a joint contract for engineers and announcers at WIP, Philadelphia.

Thermal Testing

THERMAL INSTITUTE, Detroit (instruction in air conditioning), on Jan. 11 started *Your Opportunity*, quarter-hour Monday evening show, on WBBM, Chicago. Agency is Rickerd, Mulberger & Hicks, Detroit. The show may be extended.

KATE SMITH, radio songstress, commentator and authoress, has been named on the recently announced list of ten "Outstanding Women of 1938" issued by *American Women*, feminine equivalent of *Who's Who*.

BROADCAST OVER WBEN

BUFFALO EVENING NEWS

2 A. M. RADIO EDITION

VOL. 1 — WEDNESDAY, DEC. 28, 1938 — NO. 1

GALE CONTINUES AS TOLL MOUNTS

As zero temperatures moved across the nation, the weather bureau predicted high winds of continued gale force for the Buffalo area throughout the early morning. The wind was expected gradually to diminish during the day.

The velocity of the wind was placed at 57 miles as the temperature dropped to 17 degrees above zero. The high wind and blinding snow caused two deaths, numerous injuries and considerable destruction of property in Western New York.

Scores were injured when thrown against buildings or hurled to the streets. Many reported narrow escapes from falling objects.

Peter J. Krumholtz, 73, of 97 Fleming street, collapsed while walking through the storm near his home yesterday, but died before medical aid reached him.

Francis R. Jackson, 60, of 75 Inwood place, collapsed while battling the wind in Niagara square. He died after being carried into the State Office building lobby.

Nine persons were injured in a series of collisions between an interurban bus, three trucks and an automobile two miles west of Niagara Falls, Ont. They were taken to Niagara Falls General hospital.

State police at the Wanakah barracks, who continually warned all persons who could do so to remain at home, said the gale was the worst recorded in their history.

A New Miracle

Samuel F. B. Morse's first telegraphic message was "What hath God wrought." It is in the same spirit of awe that we must view this latest miracle of science, facsimile transmission by radio, a development which opens new frontiers of service and public usefulness.

The Buffalo Evening News' pioneering in radio interest and radio service is too well known to require enumeration here. In carrying on these facsimile experiments, the News is but giving another evidence of its determination to keep abreast of all developments for better service to the public in publishing a newspaper or transmitting entertainment or intelligence by radio for the benefit of all the people.

The precise field of usefulness of facsimile transmission remains to be determined, but in co-operation with the Federal Communications Commission we have undertaken to help find out what that field may be, and whether or to what extent it can serve the public need. Television is on the way. Its sphere of entertainment or usefulness, like that of facsimile, remains to be determined. The best way to make the best is through actual operation.

And so, this is the beginning of a series of regular publications of the Buffalo Evening News by Radio. WBEN, through which this program is broadcast, was the first station in the country on the air with facsimile programs, beginning for testing on Oct. 29, 1938. This, however, inaugurates the first regular issue—Volume 1, No. 1.

So the service may be improved, and so the tests may have practical value to the Communications Commission in the development of future policy, we hope you will let us know whether you like it, how you would change it or how it may be improved.

Edward H. Butler

Editor and Publisher.

FIREMAN'S HOME ABLAZE

While Junior Fire Capt. Chauncey R. Gilday of Engine 31 was at work Tuesday night, a blaze broke out in his home at 126 Bird avenue. Police said the flames were caused by a short circuit in Christmas tree lights. No one was injured. Damage was estimated at $400.

PAN-AMERICAN PARLEY ENDS

LIMA, Peru, Dec. 27. — The eighth Pan-American conference closed today—officially. All of the 21 American republics have signed a declaration opposing aggression or interference with their affairs. They also have pledged to continue efforts to keep peace in the hemisphere.

DETHLOFF BACKED FOR CLERK'S POST

County Chairman Edward C. Dethloff was endorsed late Tuesday by the executive committee of the Democratic county organization for the post of county clerk, to succeed Representative-elect Fred L. Schwert.

Word of the committee's action was sent to the office of Governor Lehman, who will make the appointment. The position pays $5000 per year, and the appointee will serve for one year, starting Jan. 1.

Mr. Dethloff was unanimously backed in spite of repeated statements that he was not a candidate.

Zona Gale Breese, Novelist, Dies at 64 in Chicago

CHICAGO, Dec. 27.—Zona Gale Breese, 64, an outstanding American novelist and playwright, died of double pneumonia in a hospital here late today. She had been ill for nearly three weeks.

Miss Gale published a ribbon-bound volume of fiction and poetry at the age of 7. Her best-known book, "Miss Lulu Bett," was rewritten as a Broadway production, winning the Pulitzer Prize for 1921.

CHIANG DENIES PEACE BID

WASHINGTON, Dec. 27.—Generalissimo Chiang Kai-shek, in a statement issued through the Chinese embassy today, denied reports published in this country that Chinese Nationalist forces have instituted overtures for peace with Japan.

FACSIMILE becomes a regular service at another station as WBEN of the *Buffalo News* begins regular service this month on its regular 900 kc. channel nightly except Sundays and Mondays from 1 to 2 a. m. At left is a reproduction of the first issue of the regular schedule; it measures 8¼ x 7 inches. In photo at right, Elliott Roosevelt (right), president of Hearst Radio Inc. and the Texas State Network, views the installation at KSD of the *St. Louis Post-Dispatch* Jan. 5 with George M. Burbach, the newspaper's advertising manager and station director. Exactly 30 minutes after this photograph was taken it was reproduced in the daily radio facsimile edition carried on shortwaves by W9XZY, the KSD facsimile adjunct. Both the WBEN regular-wave and the KSD shortwave facsimile installations are RCA. Paramount Newsreel featured the *Post-Dispatch* facsimile station in its first week's release of 1939, depicting graphically the reception of the first regular facsimile newspaper.

Lever Acquires Hecker

LEVER BROS. Co., Cambridge, Mass., maker of Lux, Rinso and Lifebuoy soap products and Spry shortening, has acquired the soap business of Hecker Products Corp., New York, including Gold Dust, Silver Dust, Fairy Soap and Sunny Monday, for a reported cash payment of $2,500,000. Remaining Hecker division, milling, cereal and shoe polish, continue as before. Change in ownership of the Hecker soap products will not affect the present agency setup. BBDO, New York, will continue to handle advertising for these products, and the other Lever business will continue to be placed through J. Walter Thompson, New York, and Ruthrauff & Ryan, New York.

New Fleischmann Show

STANDARD BRANDS, New York (Fleischmann's Yeast), has tentatively set Jan. 16 to start a five weekly quarter-hour afternoon adventure-mystery series, title of which was not revealed at this writing, on approximately 10 NBC-Pacific Red network stations. Series is to be heard Mondays thru Fridays, 3-3:15 p. m. (PST), for 26 weeks in a test campaign. If test is successful, it will then go transcontinental on NBC-Red. Show is being written by Carlton E. Morse, author of *One Man's Family*, weekly serial sponsored by Standard Brands Inc. (Tenderleaf tea), on NBC-Red. Agency is J. Walter Thompson Co., New York.

WOV, New York, has inaugurated a new policy of giving a resume in Italian of the highlights of talks by President Roosevelt and other national figures. Resumes, which are given 10 minutes after each broadcast, are handled by Dr. Leandro Forno, Italian news commentator.

Women Pay Tribute to Recent Advance In Child Programs at NBC Conference

PARENTS, educators and broadcasters found children's programs improved when they met in round-table discussion Jan. 13 at a luncheon given by NBC in the Rainbow Room of the RCA Bldg. The luncheon was arranged by Margaret Cuthbert, director of women's activities of NBC, and was attended by leaders of women's, parents, educational and cultural groups.

The majority agreed that the luncheon marked a step toward the ideal in radio entertainment and that the problem of improving programs was not so great as it had appeared. Dr. James Rowland Angell, NBC counsellor on education, emphasized NBC's efforts to improve programs to which children listen.

Miss Cuthbert announced the recent addition of four children's programs selected after a careful study of letters from thousands of individual listeners and of many organizations. Programs include the return to the air of Irene Wicker with her *Music Plays*, dramatic readings of Hans Christian Anderson's stories, *Renfrew of the Mounted* and *Chimney House*, prize-winning serial for children.

Dr. Jacob List, child psychologist and consultant to clients sponsoring children's programs, outlined some of the problems of commercial sponsors and Mrs. Thomas G. Winter, director of public relations of the Motion Picture Producers and Distributors of America, discussed the close relation between radio, motion pictures and newspapers.

Dr. Angell's Views

Dr. Angell, former president of Yale University, speaking as a parent and grandparent said:

"I wouldn't pretend for a moment that there can't be great improvement in children's programs, and I want to assure you that so far as NBC is concerned, it has nothing more seriously on its mind. It has made the most serious effort to make those programs what I think most of you would desire to have them, programs to which children can listen with interest and understanding and profit and certainly without damage to their central nervous system or any other portions of their anatomies."

Dr. Angell was followed by Mrs. Henry M. Robert Jr., D.A.R. president general, who paid tribute to the fine work accomplished by educational and children's programs and suggested that more programs be built around Americanism and the virtues of truth, virtue, and sacrifice. These suggestions were praised and amplified by several of those present during the discussion following the speeches.

During the round table discussion Mrs. W. H. Corwith, radio chairman of the Women's Auxiliary of the American Legion, expressed the opinion that certain types of programs dealing with adult life should be modified in view of the fact that they attracted a large child audience, but stated that as far as she knew none of NBC's sustaining children's programs had ever been criticized.

Mrs. Sidonie M. Gruenberg, director of the Child Study Assn., declared: "We exaggerate the magnitude of the problem" and pointed out that in their first studies of children's programs there was a great difference of opinion between "what the children like and what the adults detested and feared". She said that education and a better understanding of the preferences of children since that time has served to help parental guidance.

Dr. Walter Damrosch, NBC's music counsel and director of the *Music Appreciation Hour*, said that when radio came into his life it fascinated him so that it is the only thing he has followed continuously since.

He thanked radio for giving him the opportunity of bringing music and the appreciation of it to the masses of the American people.

As a representative of the motion picture industry, Mrs. Winter declared that adults failed to give children credit for their appreciation of the finer things in radio and movies. She said:

"We have a very important job to do, because I think we are the great agencies, the great tools, of today. The newspaper, the radio and the motion picture are the three elements that meet the millions, and they are learning very rapidly what they can do for the agencies that have considered themselves dominant and have forgotten some of the things that we radio and motion picture people have learned so thoroughly and that is the value of the emotional life in backing up the truth."

Listener Reaction

It was explained by Miss Cuthbert that the four new NBC children's programs were selected after a careful study of the suggestions and recommendations of thousands of individual listeners and of many educational, cultural, women's, and parent and teacher organizations. Every week NBC receives thousands of letters from its listeners, she said. Each one of these is carefully read and all worthy suggestions noted and passed on to executives responsible for the production of programs. In some cases where further enlarge-

(*Continued on page 76*)

Canadian ASCAP Is Refused Boost

Appeal Board Understood to Have Kept Present Rate

By JAMES MONTAGNES

CANADIAN broadcasters will pay copyright fees in 1939 based on the rate of 8 cents per licensed receiver, the same rate which has been in effect since 1935. The Canadian Performing Rights Society (Canadian ASCAP) had asked the Canadian Copyright Appeal Board for an increase to 14 cents per licensed set.

The findings of the Appeal Board have not yet been officially issued, but the reported ruling is considered authentic by the Canadian Association of Broadcasters, who issued a report to all member stations on Jan. 9, the day they received their report from Ottawa. The authenticity of the ruling is based by the CAB on a press report and the fact that the CPRS have issued their January 1939 bills on the 8 cent rate.

More Licensed Sets

Canadian broadcasters will pay the CPRS in 1939 a sum of $88,336.43 which has been apportioned among the stations by agreement between the CBC and the CAB under a formula which takes into consideration the power of the stations. The amount is about $5,000 more than in 1939 by reason of an increase in the number of licensed receivers.

Had the CPRS rates been granted the broadcasters would have had to pay $154,534.94. For two consecutive years the CPRS has asked for a substantial increase in the per set rate and on each occasion this has been denied. The case was keenly contested by the CPRS and the broadcasters, the latter being represented by Samuel Rogers, K. C. (King's Counsel) Toronto, for the CAB and by Brooke Claxton, Montreal, for the CBC.

The CPRS this year, due to an amendment in the Canadian Copyright Act, asked broadcasters to pay $36,370 additional to compensate for the users of radio receivers in public places, such as hotels, restaurants, barber shops, etc., which the Copyright Act amendment freed from a payment of $10 for each receiver to the CPRS. The sum was reduced by the CPRS before the Appeal Board to $17,000, and the Appeal Board ruled the broadcasters would have to pay the CPRS $1,000 for such commercially used receivers. Neither the CAB nor the CBC have yet decided as to whether they will pay this, since they feel that if they do, they should be allowed to tell such users of receivers what stations they should tune in.

The whole question of copyright will be thoroughly discussed at the forthcoming CAB convention at the Royal York Hotel, Toronto, Jan. 23-24. It is felt the Appeal Board may grant the CPRS its request the next time (next December), and the broadcasters should prepare for such an eventuality. So far the CAB and CBC counsel have been able to persuade the Appeal Board.

Also at the CAB convention will be discussed rate standardization; the technical report on the results of the Havana agreement as it affects Canadian broadcasters (BROADCASTING Jan. 1); CBC regulations and commercial policy, including price mention and use of transcriptions during evening hours. The agenda for the convention has not yet been set, but it is expected the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies will be able to discuss current problems with the broadcasters. Practically full attendance of the 58 member stations is expected.

State Laws Affecting ASCAP Argued In Supreme Court; Ruling in Montana

INITIAL tests of anti-monopoly statutes adopted by the States of Florida and Washington and vitally affecting future operations of ASCAP were argued before the U. S. Supreme Court. Jan. 10.

An appeal taken by Florida from a decision of the three-judge Federal court in that jurisdiction granting ASCAP an injunction against the Florida State anti-monopoly law, constituted the basis for one of the Supreme Court reviews. The other came up on appeal of ASCAP from a decision of a three-judge court in Seattle denying ASCAP a temporary retraining order.

Only the jurisdictional question of whether the State statutes are subject to Federal review is involved in each proceeding. To become a federal matter, it must be shown that the statutory minimum amount of $3,000 is involved. The Washington court held it was not, whereas the Florida court took the opposite position.

Montana Ruling

Supplementing these two actions, the three-judge Federal court in Helena, Mont., on Dec. 30 dismissed the petition of ASCAP for a temporary injunction to restrain the State from prosecuting violations of its anti-monopoly act which is basically similar to those in force in Washington and Florida. Here the court also dismissed on the constitutional grounds that the statutory minimum of $3,000 was not involved.

In the argument before the Supreme Court, Tyrus A. Norwood, Assistant Attorney General of Florida, divided his argument with Lucien H. Boggs, Jacksonville attorney and special counsel for the Florida State Association of Broadcasters. The Washington case was argued by Alfred L. Schweppe, Seattle attorney, retained by the Washington State Broadcasters Association and also representing the State. Appearing for ASCAP was former Judge Thomas Haight of New York.

Mr. Boggs contended the courts should not grant aid in the "furtherance of a monopoly" and argued that ASCAP's petition and supporting record disclosed that it was in the monopoly category.

Associate Justice Black repeatedly interrogated Judge Haight in connection with purported price fixing aspects of ASCAP. Associate Justice Reed also displayed considerable interest in this phase and Associate Justice Butler, observing ASCAP's contentions, commented that there was no such thing as a "benevolent monopoly".

Mr. Boggs analyzed the manner in which ASCAP assessed royalties on broadcasting stations and held that it was within its power to discriminate between competing stations. He cited two stations in the same city, one newspaper owned and the other independent, having the same power and approximately the same facilities, yet paying different royalty rates to the music licensing association.

Mr. Schweppe relied principally upon the jurisdictional question, holding that the decision of the Washington Court was correct in that nowhere in the record could it be determined that ASCAP or its members sustained a loss in excess of $3,000 by reason of the operation of the State law.

Under ordinary court procedure, it is expected the Supreme Court will decide the jurisdictional questions raised in the appearance within a month.

On behalf of ASCAP, Judge Haight brought out that the Department of Justice had filed an anti-trust suit against ASCAP several years ago and that it has been dormant since 1935. He also contended that if ASCAP complied with the several State laws enacted during the past two years affecting ASCAP it would mean a substantial loss to publishers and composers of music. Individual composers, he said, might lose $12,000 to $25,000. He held also that the revenues received from licensees in Florida and Washington did not bulk large, amounting to only $59,000 for Florida in 1936 and some $60,500 for Washington during the same year.

It was brought out that anti-monopoly laws similar to those before the Court have been enacted in Nebraska and Tennessee as well as Montana, Florida and Washington. In Michigan, similar legislation was passed but was vetoed by former Gov. Murphy.

Neutral Observer

TO WARD OFF allegations of bias in reporting political news, WSM, Nashville, has secured as *Your Capitol Reporter* William H. Eagle, first assistant state's attorney general, who nightly recounts the progress of the Legislature to WSM listeners—and who can afford to be neutral, since he is appointed by the State Supreme Court for an eight-year term.

Allentown (Pa.) Call

"His radio contract with Krunchee Korn says he has to."

Southern Californians Urge Stations to Adopt Free Radio Music Plan

HAVING approved the movement undertaken by Davis & Schwegler, Los Angeles music publishing company, to lessen ASCAP's domination of music in radio, the Southern California Broadcasters Assn. has given further endorsement. Organization at its January meeting, by resolution, recommended and urged that Southern California broadcasters subscribe to the firm's free-music-for-radio plan of 64 transcribed and recorded songs monthly [BROADCASTING, Dec. 15].

Davis & Schwegler have several hundred songs, submitted by known and unknown composers, ready for publication, and on Feb. 1 plans to start recording 64 monthly for distribution to stations subscribing to its service. Firm plans to have several thousand songs in its library service by December, 1940, when ASCAP's contract with radio expires. Transcriptions and recordings issued will be varied enough to meet requirements of stations and demands of listeners, according to Carl Haverlin, general manager. It was pointed out that the broadcasting industry pays ASCAP more than $5,000,000 annually for music privileges.

KFI, Los Angeles, devotes a weekly half-hour program, *Song Search*, exclusively to the company's tunes. Don Lee Broadcasting System, Los Angeles, is also fostering the movement with an amateur-professional opportunity contest starting Jan. 16, winding up in a Davis & Schwegler contract to make recordings for winners. Contest is to be continued in six week's series, winning competitor at close of each period to be awarded a contract. Similar song writer discovery programs will be inaugurated on stations nationally, Mr. Haverlin said.

Brookfield K. C. Test

SWIFT & Co., Chicago (Brookfield sausage), on Jan. 8 started a transcribed spot campaign of 21 weekly announcements on three Kansas City stations — KMBC WDAF KCKN. The campaign may be expanded following the test. Agency is J. Walter Thompson Co., Chicago.

Geppert May Resume

GEPPERT STUDIOS, Des Moines (photo enlargements), is contemplating a new spot campaign of from five to 15-minute discs, three or six times weekly. It is understood that the campaign will be used on about 100 stations. Coolidge Adv. Co., Des Moines, is agency.

Chamberlain Spots

CHAMBERLAIN Laboratories, Des Moines (Chamberlain's Lotion), on Jan. 13 started minute spot announcements five times weekly on 32 stations in a national campaign. Discs were cut by WBS. Agency is John H. Dunham Co., Chicago.

MBS, on Jan. 15 started using the Skytop Theatre, located on the 50th floor of the Chanin Bldg., New York, for the Sunday afternoon broadcasts of *The People's Rally*, sponsored by the Mennen Co., New York.

If I Owned a Small Radio Station

Aping Metropolitan Standards Deemed A Mistake

By EMERSON BREWER

I HAVE bought what amounts to quite a little time on the air. I would prefer to use small stations, as the small station idea fits into my plan of sales and distribution much better than do the larger stations with chain affiliations. I like their flexibility, the opportunity for localization.

I use some small stations now, but I find, and I can prove this by comparative figures, that the smaller stations are losing their audience. They are losing circulation, to paraphrase the newspaper space-salesman. Spectacular and world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dial that should and could give them the entertainment they want.

At no time of the day or night are there programs on all of the larger stations sufficiently interesting and sufficiently broad in appeal, to take all of the potential local listening audience. If this is true and I have proved to my satisfaction that it is, why then do not the smaller stations do a better advertising job for the advertiser?

Small-Town Slant

I think the fault can be attributed to the small station owner and to the small station program director. Either they try to emulate their bigger, richer and stronger brothers or they fail to analyze and appreciate the wants and the interests of their own audience. In trying to compete with the larger chain and affiliated stations in the matter of talent, they find themselves confronted with one of two situations. Either they spend so much that they rapidly deplete their small treasury and then are forced to resort to the phonograph programs or they use inferior talent and uninteresting programs and drive their audiences to a larger station with a program more general.

What the average small station should have in its employ is a man who has had training on a small-town newspaper. I would not care, if I were the station owner, if that man had worked on a small weekly in a so-called hick town. He would have the training and would be able to sense the program desires and the news interest of the people which the small station owner must soon decide is his proper audience and the audience which those commercial buyers to whom he can appeal, most desire.

Small station owners and program directors still believe that somewhere, somehow they will find another Amos 'n' Andy or another Prof. Quiz or a new type of program that will knock an audience dead . . . a program that will have the Charlie McCarthy fans tuning him out to grab snatches of their new find; but they will never find it and if they do, they cannot keep the act.

The sooner the small station owner sits down in the quiet and calm of his own bedchamber and looks his situation squarely in the face, the sooner he will begin to make money and give to his listening audience and his community the type of station they are supposed to have and the types of program that will appeal to them. The directing head of the small station today is looking at his station and his program in the terms of wavelengths and strength. I have yet to meet one who has not been sure that in just a short time he was going to be granted greater power or join a group that would run NBC and CBS out of business. I said what they needed was a director or an employe or a man who had been a small town newspaper employe to advise them. I do not mean a man who was born and raised in New York, Chicago or Philadelphia, but a man who knows small communities and appreciates that what is news in Boonville is not news in New York and it is doubly true that New York news, as such, is not now or was ever able to compete with local news in the small community.

THERE'S a lot of floss and tinsel and costly luxuries around big-time radio stations, and smaller operators often try to emulate their city cousins. Right there is where they make a mistake, the author feels. Liking small towns and small townishness, he takes the position that it's silly to put neon lights in haymows. He used to be a newspaperman himself, all the way from country weeklies to metropolitan dailies; has served time with a number of advertising agencies; has planned merchandising campaigns on packaged products. Later he was advertising manager at Schenley Distillers, and left there to handle the McKesson-Robbins account for Gardner Adv. Agency.

Small But Profitable

If I owned a small station I would be satisfied to have it remain a small station but I would insist that it make money for me. I would make that station my community's station. That wavelength and dial number would be better known to my audience than WABC or WEAF. That would be the number to which every housewife would turn at certain hours and she would turn with the conviction that she was to hear a program that would interest her.

My small station would become that community's local newspaper. If Mrs. Jones entertained at bridge, I would report that fact during a period devoted to local news. I would carry every community fact in which people of that community and that community alone, would be interested. I would carry announcements of community interest and carry them free. If the Catholic Church or the Methodist Church was giving an ice-cream social on the rector's lawn, people would hear about it.

If Joe Zilch's daughter, home from school, brought guests and they were to be entertained with a dance at the Country Club, that story would go on the air. My announcers would be reporters and everyone in my employ would be out from time to time or would be on the telephone getting these items, as they are called in small communities. I would take a leaf from the small town editors' news book and I would mention the names of as many people of that community as many times and as often as I could.

Stress Local Situations

I would ignore national news, national characters and use local situations as often and as much as was possible. There would be regularity to this program. In this way every housewife, every kid and every father would know where to find that which interested them the most. I would promote children's programs. I would encourage children's activities. I would report local athletic contests, even if I had to have a crew of small boys running between the school gymnasium and my office with written play-by-play stories of the progress of the game.

Now what would be the result? In the first place I would build a listening audience made up of those and only those within the confines of my own trading area. But I would know that *I had* that audience and I could pour proof onto the desk of any time buyer who doubted it.

In the second place, and this has no doubt already suggested itself to you, I would find a dozen local commercial tie-ups for every one of these local programs. In the third place I would go to the advertising agencies that are handling spot programs for national advertisers and I would show them that I had what I claimed I had and that I could make money for them and I would make a lot of money for myself . . . and it would be net. Maybe I might not take in as much over the counter at first, but when the commissions had all been paid and the make-good time written off, I would discover that I had more in the bank than I ever had had since I was granted the call letters.

I said I could cite proof, and I can. I can cite actual visible, unassailable proof that any number of small stations have lost or are losing their listening audience. I do not have to prove that any number of small stations are so terribly far in the red only forlorn hope keeps the owners on the job at all. In so far as proving that my idea of localizing the station and making it part and parcel with local activities, is concerned, I have only to point to the small town newspapers. Does the *New York Times* compete with the Patchogue local sheet? It does not and if the *Times* circulation in that small Long Island town were to double, it would affect the local paper not one bit.

And this is true of all small communities located outside of other centers as well. In sections where the towns and cities are more self-contained and less dependent on, and less a part of the larger center, this is doubly true.

There is the same place for the small community station, contributing its share to local events, local advertising and fighting for the local issues and disseminating the local news about local people that there is for the small newspaper.

I could have called attention to the necessity of the small station doing a real job with the local dealer affiliated with a national advertiser, just as the local paper carries the local portion of the national Buick advertising campaign. Every national campaign needs must have and every national sales promotion manager wants, a local tie-up with his local points of distribution. But he will not tie-in either with spot transcriptions or local announcements unless he can be made to believe that the small station has a local audience.

Indeed today and tomorrow more than ever you are going to have to prove that you have that local audience and the national advertising man is going to make a few tests. He is going to watch the results and if you have not the audience which will make the local tie-up profitable your contract will be cancelled.

The vast majority of small station owners will have a tough job proving this, unless they do something and do it fast to make their station a truly local station, an actual part of their community, upon which those who are really their listening audience in their own trading area can depend for programs of actual local interest.

WAY UP in Flin Flon, Manitoba, CFAR staged a drive to buy an iron lung and raised so much money that an oxygen tent and baby incubator were purchased. The $1,000 goal was passed easily and the final figure was $2,300. Here Larry Thorsteinson (right), announcer, interviews Jack Penson, business manager, as he emerges from the iron lung.

Policies on Religion, Politics Are Retained by NBC Group

Advisory Council Sees Need of Scrutiny but Votes For Continuance Without Change

NBC's policies covering programs of religious, political or controversial nature were presented by Lenox R. Lohr, NBC president, to the Advisory Council of NBC at its regular meeting Jan. 9, and after a full discussion of each point the Council unanimously approved the continuance of these policies without change. The meeting was the first attended by former Governor Alfred E. Smith, who was elected to membership to fill the vacancy created by the death of Judge Morgan J. O'Brien, prominent Catholic layman.

Formed at the time of NBC's organization, the Advisory Council is composed of public-spirited men and women representing education, religion, social welfare, music, labor and industry, who periodically meet to review the work of the network in serving the public and to aid in plans for further service. Attending the meeting were Owen D. Young, chairman; Dr. James R. Angell; Mrs. August Belmont; Dr. Henry Sloane Coffin; Miss Ada Comstock; Dr. Walter Damrosch; Dr. Francis D. Farrell; William Green; David Sarnoff; Gov. Alfred E. Smith. Mr. Lohr and John F. Royal, vice-president in charge of programs, also attended. Illness or absence from New York prevented the presence of the following members: Paul D. Cravath, Hon. John W. Davis, Gen. James G. Harbord, Dr. Robert M. Hutchins, Henry S. Pritchett.

Still Sound

Expressing the belief that NBC's policies, followed for as long as 11 years, are still sound and applicable, but admitting the wisdom of scurtinizing them again in the light of present-day conditions for either re-affirmation or amendment, Mr. Lohr read the policies, as follows:

NBC does not sell time for religious programs, as this course might result in according a disproportionate representation to those individuals or groups who chance to command the largest purses.

In view of the vast numbers of religious sects, the company cannot attempt to serve each individually. It cannot of its own choice wisely single out particular individuals to represent special forms of faith. It has accordingly chosen responsible organizations representing the three dominant religious groups in America, i.e., Protestants, Catholics and Jews, to suggest speakers and prepare programs.

NBC does not permit attacks upon religious faiths or upon racial groups.

A religious message should be nonsectarian and non-denominational in appeal, interpreting religion at its highest, so that it may bring to the individual listener a realization of his responsibility to the organized church and to society. Speakers on NBC religious programs seek to comply with these ideals.

During the period of elections only, the company sells time to the official representatives of the major political parties. It does not accept dramatic presentations of political issues, for it is impossible to prevent essential misrepresentation and unfairness when this technique is employed.

In connection with its own sustaining programs, the company attempts at all times as nearly as possible to give equal representation to opposing sides of every controversial question which materially affects the life or welfare of any substantial group. If one side of such an issue is broadcast, this fact does not convey, as a matter of right, an opportunity for the opposing side or individual to be given equal opportunities to reply. But in permitting the first broadcast the NBC has assumed an obligation *to the public* to present the differing views so that the public may be fully informed on the subject.

It follows the same principle on sponsored programs, where particular opinions on important controversial issues are expressed. In this case the sponsor may be required to yield time to a representative of views opposed to the sponsor's speaker.

Freedom of the air is not to be construed as synonymous with freedom of the press or freedom of speech. Each form of bringing opinion to the public notice has its own characteristics and limitations.

A speaker having been granted time on the air, NBC does not censor or edit his opinions. It must, however, check for violations of the law and for libelous, slanderous or seditious statements, as the courts have held broadcasters responsible for any damaging statement made over their facilities.

Limiting of Agent's Fee To 10% Sought by Talent

COMMISSIONS allowed Hollywood radio talent agents will be cut to 10%, the same fee allowed legitimate film bookers. New scale will probably become effective Feb. 1, eliminating the heavy fees many actors claim they are now forced to give agents for spots on radio programs.

Pact providing for licensing of agents by Screen Actors Guild is being rushed to completion for submission to its board of directors on Jan. 16. Meeting of Artists Managers Guild has been scheduled for Jan. 30 to pass on the agreement if it is approved by actors. The SAG investigation disclosed that some radio talent had paid as high as 55% while a 33.3% charge was not common. The organization has dozens of reports from members listing salaries received for radio appearances and amounts paid agents. Fee for agents in the film field will also be limited to 10%, sidetracking personal management contracts which now call for a higher percentage. No agent will be permitted to represent film talent or radio artists unless he has a franchise from SAG.

Alkaline's Spots

ALKINE Co., New Brunswick, N. J., recently appointed Charles Dallas Reach Co., Newark, to direct its advertising. A campaign of three to four spot announcements is carried weekly on WCAU, WPEN and WDAS, Philadelphia; WJAS, Pittsburgh; WAAT, Jersey City; WMCA, New York. It will continue until the end of the "cold season".

Flocks of Spots

CHALLENGING the recently published spot sales record of WIBC, Indianapolis, KYOS, Merced, Cal. harks back to Oct. 31, 1938, when it sold every available spot for the day—73 in all—to the Tredway Furniture Co., of Merced. The 75-word spots were broadcast between 7 a. m. and 4 p. m. for the company's Golden Harvest Sale, and brought "unprecedented customer response" from buying out KYOS' broadcast day. Again on Christmas day KYOS sold every shred of available time for 127 holiday greetings from merchants in 15 towns in the region.

CBS and NBC Contract For Crossley City Study

TO OBTAIN statistics on urban listening habits similar to those on the listening habits of rural residents collected by the Joint Committee on Radio Research, whose report on the survey is expected to be released within the next few days, NBC and CBS have engaged Crossley Inc. to interview set-owners in 107 representative cities. While many surveys have been made of the radio habits of city dwellers, both networks felt that a new survey, with data collected and tabulations made on the same lines as were used in the rural study, would provide a means of accurate comparison of the two types of audience.

Rural study, which was financed cooperatively by the two networks, was made by the JCRR to determine set-ownership and broad range listening habits of farmers and dwellers in small towns and was used by the Committee in its estimate of set ownership throughout the country, which was published last spring. Final draft of the report is now in the hands of Committee members and will be published as soon as all members have approved it, probably before Feb. 1. Urban survey, while using the same technique, is being conducted by NBC and CBS without the supervision of the Committee.

Ross Dog Food Test

DR. W. J. ROSS Co., Los Alamitos, Cal. (dog foods), to introduce a new brand, Rosco, on Jan. 26 will start a 30-day test campaign on KFSD, San Diego, Cal., using daily spot announcements in addition to a weekly quarter hour live talent program, *Roscoe Radio Revue.* Newspapers, store and window displays, and point of purchase cartons will be tied in with the radio campaign. Extensive use of West Coast radio will be utilized, following the test, to introduce the product, with similar campaigns planned as territory opens. Ray Advertising Agency, Los Angeles, has the account.

EDWIN C. HILL and Clem McCarthy have been chosen to give the blow-by-blow and color descriptions of the Joe Louis-John Henry Lewis heavyweight championship bout on Jan. 25, which will be broadcast exclusively by NBC under the sponsorship of the Buick Division of the General Motors Corp., Detroit.

New Book Covers Radio Law Field

Socolow Treatise Delves Into All Phases of Regulation

By ANDREW W. BENNETT
Member, D. C. Bar

THE LAW of Radio Broadcasting, by A. Walter Socolow of the New York and FCC Bars [Baker, Voorhis & Co., Jan. 2, 1939, $25] covers the entire field of broadcasting law. Legal text books as a rule are uninteresting, but Mr. Socolow's style, method and thoroughness in treating the various legal problems of the broadcasting industry made the reviewer's task a pleasure and an education.

The author's objective apparently was to create in one work (two volumes, 1,600 pages), a text book which would be of daily value to layman and lawyer alike, for he has covered the broad field of broadcasting law in understandable language, yet profusely annotated. Statutes, treaties, court decisions and problems involved in broadcasting are analyzed in the light of applicable legal principles. The author does not hesitate to point out the weaknesses and limitations of various decisions and statutes.

Supplement Planned

The first chapters are devoted to a discussion of the Federal jurisdiction over radio, the various Federal statutes, the procedure before the FCC and on appeals, and the decisions of the Commission and of the courts. The new FCC rules of practice and procedure promulgated after the book went to press are not included, but the publisher announced that a supplement embracing all changes as of March 1 1939, would be issued. A pocket for this purpose is provided in the back of the volumes. The subjects of contracts, agency, defamation, unfair competition, labor, etc., are treated in their relation to the industry, but the general aspects of such subjects have not been discussed in detail.

Special chapters are devoted to a full discussion of the law with respect to programs; liabilities arising out of the operation of studios; contracts between stations and advertisers; labor relations; injury to employes; social security taxes; talent; authors of script; news broadcasts and rights to privacy; contest programs and lottery; federal regulation of broadcast advertising; censorship; networks. The all-important subject of copyright and its application to broadcasting is covered in detail and a brief chapter is devoted to problems likely to arise with the advent of television in commercial proportions.

The chapters devoted to the regulation and taxation of broadcasting and its related activities by states are of particular interest at the moment with the convening of State legislatures.

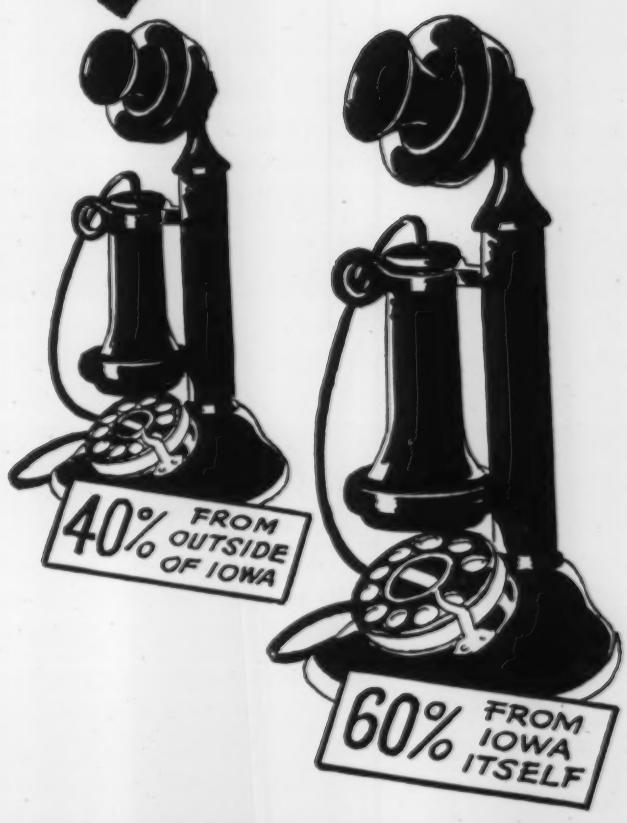
INSTITUTE For Maintaining Dry Cleaning Standards, New York, has had a series of 13 recordings cut by the Transamerican Broadcasting & Television Corp., New York, for a test demonstration at the annual meeting of the National Association of Dyers & Cleaners in Dallas early in February. The quarter-hour programs, entitled *Why Do We Do It?*, consist of dramatized conversations, and after the testing will be available to cleaning and dying organizations on their local stations.

WHO offers 247,000 EXTRA TELEPHONES in "IOWA PLUS"!

Statisticians know that residence telephones are one of the very *best* barometers of prosperity.

WHO's Iowa has 370,761 residence telephones—as many as Maine, Vermont, New Hampshire and Maryland all rolled together!

But the fact we want to emphasize here is that WHO also reaches an EXTRA 247,000 telephone subscribers OUTSIDE of Iowa—a bonus of prosperous listeners who can be reached by no other single station.



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Major Networks' Gross Billings by Advertisers: 1938

NBC Gross Billings

Procter & Gamble Co. $4,860,155
- Camay $658,218
- Chipso $445,396
- Crisco $507,954
- Dash $2,921
- Dreft $113,872
- Drene $514,472
- Ivory Flakes $701,930
- Ivory Soap $661,002
- Lava Soap $119,458
- Oxydol $597,977
- White Naptha Soap $536,955

Standard Brands, Inc. $2,670,467
- Chase & Sanborn Coffee $965,434
- Foil Yeast for Health $168,093
- Royal Desserts, Yeast $375,299
- Tender Leaf Tea $544,363
- Yeast for Bread $219,829
- Royal Desserts $397,449

General Foods Corp. $2,519,220
- Diamond Crystal Salt $28,656
- Grape Nuts $484,796
- Huskies $32,814
- Jello $651,441
- Log Cabin Syrup $108,512
- Maxwell House Coffee $836,814
- Post 40% Bran Flakes $376,187

Sterling Products, Inc. $2,486,452
- Bayer Aspirin $414,553
- Cal-Aspirin $36,633
- Dr. Lyon's Toothpowder $815,264
- Haley's M-O $48,867
- Phillips Milk of Magnesia $273,984
- Phillips Milk of Magnesia Creams $143,202
- Phillips Milk of Magnesia & Face Cream $310,696
- Phillips M of M Toothpaste & Tablets $443,253

American Home Products Co. $1,683,340
- Aero White $24,477
- Anacin $473,050
- Bisodol $475,304
- Edna Wallace Hopper Cosmetics $83,177
- Fly-Ded $40,021
- Freezone $39,708
- Hill's Cold Tablets $23,506
- Hill's Nose Drops $22,197
- Kolynos $188,559
- Louis Phillippe Cosmetics $184,752
- Old English Floor Wax $128,589

Campbell Soup Co. $1,565,637
- Food Products $1,468,353
- Tomato Juice $97,284

National Dairy Products Corp. $1,466,957
- Kraft $973,029
- Sealtest $493,928

Miles Laboratories, Inc. $1,387,906

American Tobacco Co. $1,331,884
- Lucky Strike Cigarettes $1,074,549
- Pall Mall Cigarettes $257,335

General Mills, Inc. $1,200,886
- Cereals & Flour $823,459
- Corn Kix $68,343
- Sperry Flour Products $117,488
- Wheaties $191,596

Bristol-Myers Co. $942,930
- Ipana-Sal Hepatica $708,012
- Vitalis $234,918

Quaker Oats Co. $878,068
- Aunt Jemima Pancake Flour $247,720
- Puffed Rice & Puffed Wheat $159,926
- Quaker Oats $470,422

Radio Corporation of America $827,640
- Institutional $804,939
- RCA-Manufacturing $22,701

S. C. Johnson & Son, Inc. $675,190

Brown & Williamson Tobacco Corp. $656,306
- Avalon Cigarettes $144,898
- Bugler Tobacco $30,584
- Kool & Raleigh Cigarettes $480,824

Cities Service Co. $638,205

Firestone Tire & Rubber Co. $635,206
- Farm Tractor Tires $32,472
- Tires & Tubes $602,734

Sun Oil Co. $631,667

The Andrew Jergens Co. $622,277
- Jergen's Lotion $206,373
- Woodbury Soap & Cosmetics $415,904

Liggett & Myers Tobacco Co. $571,015

Pillsbury Flour Mills Co. $563,400

Carnation Co. $560,872
- Albers Brothers $47,232
- Carnation Milk $513,640

Cummer Products Co. $555,367
- Energine $205,428
- Molle $349,939

Philip Morris & Co. Ltd. $526,664

Kellogg Co. $496,404
- Breakfast Food $231,784
- Krispies $264,620

Lady Esther Ltd. $459,397

B. T. Babbitt Inc. $437,700

Lewis-Howe Co. $419,840

General Electric Co. $391,871

Stewart-Warner Corp. $384,195
- Alemite $128,065
- Radios $128,065
- Refrigerators $128,065

Ralston-Purina Co. $380,246
- Ralston Cereal $186,950
- Ry-Krisp $193,296

F. W. Fitch Co. $364,563

Campana Sales Corp. $364,298

Pacific Coast Borax Co. $339,296

Pepsodent Co. $339,260
- All Products $282,320
- Antiseptic $56,940

Lamont-Corliss & Co. $305,536
- Danya Hand Lotion $15,184
- Nestles Eveready Cocoa $14,976
- Pond's Creams & Face Powder $275,376

Wander Co. $304,952

Borden Co. $301,459

Welch Grape Juice Co. $267,080

Nchi Inc. $247,792

Sherwin-Williams Co. $231,409
- Acme Paints $99,588
- S-W Paints $131,821

Time Inc. $220,023

Richfield Oil Corp. $202,940

Grove Laboratories Inc. $182,140

Macfadden Publications Inc. $172,032

J. B. Williams Co. $167,336

Goodyear Tire & Rubber Co. $165,139

Wm. R. Warner Co. $156,114

Packard Motor Car Co. $146,220

National Biscuit Co. $130,520
- Biscuits $93,616
- Shredded Wheat $36,904

Bowey's Inc. $129,172

G. Washington Coffee Refining Co. $129,001

Falstaff Brewing Corp. $125,232

Princess Pat Ltd. $123,580

Colgate-Palmolive-Peet Co. $118,576

Vick Chemical Co. $116,448

National Ice Advertisers Inc. $114,456

Group of American Banks $103,365

Regional Advertisers Inc. $99,744

Drackett Co. $93,984

Standard Oil Co., of California $92,785

Swift & Co. $88,487
- Institutional $2,307
- Sunbrite Cleanser $86,180

Emerson Drug Co. $88,463

Servel Inc. $86,532

Ward Baking Co. $80,848

Richardson & Robbins $79,823

Fels Co. $78,493

Adam Hat Stores Inc. $76,736

Larus & Brother Co. $71,436

Penn Tobacco Co. $69,769

Musterole Co. $69,216

Household Finance Corp. $67,770

Lambert Co. $67,320

Allis-Chalmers Mfg. Co. $67,236

C. F. Mueller Co. $67,200

John Morrell & Co. $65,651

Signal Oil Co. $61,921

H. Fendrich Inc. $59,712

Horlick's Malted Milk Corp. $58,632

Political Advertisers $54,369

Union Oil Co. $53,172
- Bif Fly Spray-Glass Cleaner $5,148
- Gas & Oil $48,024

American Rolling Mill Co. $52,962

Glass Container Ass'n of America $51,155

Gilmore Oil Co. $49,652

Packer's Tar Soap Inc. $49,140

Canada Dry Ginger Ale Inc. $48,276

Wesson Oil & Snowdrift Corp. $45,552

Benjamin Moore & Co. $42,924

Glidden Corporation $42,078

Cardinet Candy Co. $35,032

Gallenkamp Stores Co. $30,420

S & W Fine Foods Inc. $30,168

J. W. Marrow Manufacturing Co. $28,028

Charles Gulden Inc. $27,736

George W. Luft Co. $24,024

Mennen Co. $21,892

Ballard & Ballard Co. $23,780
- Flour $7,928
- Poultry & Dairy Feed $15,852

Tidewater-Associated Oil Co. $21,444

Modern Food Process Co. $21,432

Thomas Cook & Son-Wagon Lits Inc. $19,364

Pepperell Manufacturing Co. $16,719

General Motors Corp. (Buick Division) $13,158

Tillamook County Creamery Ass'n $10,220

International Shoe Co. (Peters Division) $10,062

Globe Grain & Milling Co. $8,576

Vocational Service Inc. $6,912

Griswold Manufacturing Co. $5,764

Pittsburgh Coal Co. $5,546

Nestle's Milk Products Inc. $4,212

Charles B. Knox Gelatine Co. Inc. $4,088

American Oil Co. $3,541

American Radiator & S. S. Corp. $3,200

Oxo Ltd. $3,136

United Drug Inc. $2,920

Pacific Guano Co. $2,236

Johnson, Carvell & Murphy $2,236

Local Loan Co. $492

CBS Gross Billings

Lever Brothers Co. $2,790,141

General Foods Corp. 2,720,386

Colgate-Palmolive-Peet Co. 1,779,439

Procter & Gamble Co. 1,310,707

American Tobacco Co. 1,283,826

William Wrigley Jr. Co. 1,241,705

Liggett & Myers Tobacco Co. 1,118,355

Ford Motor Co. 1,052,895

Chrysler Sales Corp. 1,003,612

R. J. Reynolds Tobacco Co. 1,000,184

Campbell Soup Co. 713,788

Continental Baking Co. 650,260

P. Lorillard Co. 644,905

Pet Milk Sales Corp. 594,013

General Mills, Inc. 557,035

Philip Morris & Co., Ltd. 463,380

U. S. Tobacco Co. 435,120

Texas Co. 405,265

Gulf Refining Co. 399,960

Lady Esther Co. 372,150

Coca Cola Co. 358,940

Nash-Kelvinator Corp. 345,334

Cudahy Packing Co. 340,767

U. S. Rubber Products Co. 304,155

Anacin Co. 297,697

Bayer Co. 282,254

Edna Wallace Hopper Inc. 267,194

E. I. duPont de Nemours & Co. Ltd. 250,455

Lambert Co. 242,395

H. J. Heinz Co. 225,960

Lehn & Fink Products Co. 219,494

Chesebrough Manufacturing Co. 211,050

Household Finance Corp. 208,320

Kolynos Sales Co. 193,433

Brewers' Radio Show Association 192,750

Kellogg Co. 192,724

Vick Chemical Co. 180,015

Griffin Manufacturing Co. 174,049

International Cellucotton Co. 166,665

Campana Sales Corp. 156,100

R. B. Davis Co. 154,020

McKesson & Robbins Inc. 150,150

Hudson Motor Car Co. 139,735

A. S. Boyle Co. 136,309

General Motors Corp. 130,615

Philco Radio & Television Corp. 129,360

Noxzema Chemical Co. 109,555

Zenith Radio Corp. 108,515

General Baking Co. 108,267

Barbasol Co. 106,600

International Silver Co. 85,095

Skelly Oil Co. 62,450

Penick & Ford Ltd. 62,060

Florida Citrus Commission 61,975

Phillips Petroleum Corp. 59,990

Joe Lowe Corp. 51,156

Carborundum Co. 43,405

Durkees Famous Foods 34,200

Rio Grande Oil Co. 27,725

F & F Laboratories 15,600

Penn. Publicity Commission 14,995

Euclid Candy Co. 14,080

Pure Oil Co. 13,829

Atlantic Refining Co. 13,050

Bayuk Cigars Inc. 12,870

Tidewater Associated Oil Co. 11,104

Brown & Williamson Tobacco Co. 10,834

Wilmington Transportation Co. 10,450

Cardinet Candy Co. 10,170

S & W Fine Foods 7,950

Mennen Co. 7,320

Holland Furnace Co. 5,827

Beneficial Management Corp. 5,823

Soil Off Manufacturing Co. 5,042

Roma Wine Co. 4,950

Tillamook County Creamery Assn. 4,305

Sales Affiliates Inc. 4,290

Ralston Purina Co. 3,660

California Prune & Apricot Growers Assn. 3,050

Tea Garden Products Co. 2,295

George W. Caswell Co. 2,145

Richfield Oil Corp. 536

Refrigeration & Air Conditioning Inst. 360

Political Advertisers 52,803

MBS Gross Billings

Bayuk Cigars, Inc. $259,436

Gospel Broadcasting Assn. 182,842

Gordon Baking Co. 182,574

Ironized Yeast Co. 179,724

Lone Ranger (Cooperative Prog.) 149,550

General Mills 137,492
- Cornkix, $16,920
- Wheaties, $120,572

P. Lorillard Co. 99,948

Lutheran Laymen's League 94,034

Vadsco Sales Corp. 90,973

Philip Morris & Co. 78,310

Journal of Living Publications 72,166

J. B. Williams Co. 70,426

Wheeling Steel Corp. 68,215

Hecker Products Corp. 65,421
- H-O, $41,350
- Silver Dust, $24,071

Musterole Co. & E. W. Rose Co. 63,464

The Lambert Co. 58,108

Delaware Lackawanna & Western Coal Co. 53,872

Show of the Week (Local Coop. Program) 49,996

30 Min. in Hollywood (Local Coop. Program) 48,809

Brown & Williamson Tobacco Co. 48,650

Elizabeth Arden 41,958

Wheatena Corp. 38,257

American Tobacco Co. 37,866

Kellogg Co. (Pep cereal) 36,844

Green Hornet (Coop. Prog.) 36,452

Cudahy Packing Co. 31,721

General Shoe Corp. 29,353

Oakland Chemical Co. 28,750

Mennen Co. 26,926

Allis-Chalmers Mfg. Co. 24,130

Maine Development Comm. 23,754

Rocke News Syndicated Prog. 20,412

N. Y. State Democratic Committee 20,291

The Bosco Co. 17,517

Emerson Drug Co. 17,024

Lamplighter (Coop. Program) 14,297

Humphrey Homeo. Medicine Co. 12,761

Thos. Leeming & Co. 11,700

American Bird Products Co. 10,543

E. Fougera & Co. 10,050

R. B. Semler 9,620

Gambarelli & Davitto 9,255

Famous Jury Trials (Coop. Program) 8,169

Barbasol Co. 7,114

Varaday of Vienna Inc. 6,989

Slide Fasteners Inc. 5,880

John L. O'Brien Citizens Comm. 5,064

Atchison, Topeka & Santa Fe Ry. Co. 5,061

Admiracion Laboratories 4,144

Macfadden Publications 3,615

W. A. Sheaffer Pen Co. 2,835

Little Crow Milling Co. 1,400

Democratic National Committee 938

N. Y. County Republican Comm. 938

Non-Partisan Citizens Comm. 893

Special Cooperative Hookups 303,793

1938 Network Advertisers by Industries

	*NBC	CBS	MBS	Totals
Automotive	$ 927,251	$ 2,976,346	$ 871	$ 3,904,468
Building Materials	56,162	5,827	68,215	130,204
Cigars, Cigarettes, Tobacco	3,286,786	4,969,474	524,209	8,780,469
Clothing	76,736	.....	5,880	82,616
Confectionery, Beverages	331,100	1,676,051	9,030	2,016,181
Drugs & Toilet Goods	12,686,022	5,773,504	954,334	19,413,860
Financial & Insurance	171,627	214,143	.....	385,770
Foods & Food Beverages	14,559,775	6,596,827	627,661	21,784,263
Garden & Field	2,236	.....	.....	2,236
House Furniture & Furnishings	743,407	.....	.....	743,407
Jewelry & Silverware	.....	85,095	.....	85,095
Lubricants & Fuel	1,983,534	993,909	55,455	3,032,898
Machinery, Farm Equipment	99,708	43,405	24,130	167,243
Paints & Hardware	274,333	.....	.....	274,333
Radios & Musical	955,705	237,875	.....	1,193,580
Schools & Corres. Courses	6,912	.....	.....	6,912
Shoes & Leather	64,959	174,049	29,353	268,361
Laundry Soaps & Housekeepers' Supplies	4,491,316	3,077,079	55,793	7,624,188
Stationery & Publishers	392,055	.....	78,616	470,671
Travel, Hotels, Amusements	19,364	10,450	5,061	34,875
Wines & Beers	125,232	192,750	9,255	327,237
Political	54,369	52,803	30,933	138,105
Miscellaneous	154,090	265,810	441,528	861,428
Totals	$41,462,679	$27,345,397	$2,920,324	$71,728,400

*Combined Red and Blue.

B-S-H Again Tops Network Accounts

J. Walter Thompson Second, Young & Rubicam Third

BLACKETT - Sample - Hummert again takes first rank in combined billings placed on nationwide networks during 1938 by major advertising agencies, with J. Walter Thompson Co. and Young & Rubicam running neck and neck for second and third positions.

Among accounts making up a good portion of the B-S-H total were General Mills, Procter & Gamble Co. and Sterling Products, with daytime strip serials forming a heavy share of the program fare.

The B-S-H network billings in 1938 totaled $9,093,125, with J. Walter Thompson Co. totaling $5,320,608 and Young & Rubicam $5,093,640. Benton & Bowles was fourth with $4,800,399, followed by Lord & Thomas with $4,791,586 and Ruthrauff & Ryan with $4,015,959.

In all, 21 agencies billed more than a million dollars with networks last year, a compilation of the three major networks shows.

[Individual account billings on each of the networks are published on page 20.]

P & G the Largest

Procter & Gamble Co. was easily the top sponsor on NBC networks during the year with total billings of $4,860,155. In addition P & G booked $1,310,707 on CBS where it ranked as fourth largest sponsor.

Second on NBC was Standard Brands with $2,670,467, followed by General Foods with $2,519,220. General Foods also used $2,720,386 in CBS time, ranking as second largest sponsor on that network. Sterling Products was fourth largest NBC account, spending $2,486,452. American Home Products Co., another drug account, was fifth with $1,683,340 on NBC and Campbell Soup Co. was sixth with $1,565,637. Other million dollar accounts on NBC were National Dairy Products Corp., $1,466,957; Miles Laboratories, $1,387,906; American Tobacco, $1,331,884 and General Mills, $1,200,886.

Top CBS account was Lever Brothers Co., which used $2,790,141 in time during the year. Other CBS million dollar accounts were: General Foods, $2,720,386; Colgate-Palmolive-Peet Co., $1,779,439; Procter & Gamble Co., $1,310,707; American Tobacco Co., $1,283,826; William Wrigley Jr. Co., $1,241,705; Liggett & Myers Tobacco Co., $1,118,355; Ford Motor Co., $1,052,895; Chrysler Sales Corp., $1,003,612; R. J. Reynolds Tobacco Co., $1,000,184.

Heading Mutual billings were the special cooperative shows, with billings of $303,738. First among individual accounts was Bayuk Cigars with $259,436, followed by Gospel Broadcasting Assn., $182,842; Gordon Baking Co., $182,574; Ironized Yeast Co., $179,724; Lone Ranger (cooperative), $149,586; General Mills, $137,492.

Junket to Place

JUNKET Co., Little Falls, N. Y. (Quick Fudge Candy Mix), following a successful spot test in December on WGY, Schenectady, will soon start a spot campaign on an undetermined number of stations. Mitchell-Faust Adv. Co., Chicago, is agency.

Network Billings by Agencies; 1938

Ranked in Order of Combined Gross Billings By NBC, CBS and MBS

Blackett-Sample-Hummert	$9,093,125
J. Walter Thompson Co.	5,320,608
Young & Rubicam	5,093,640
Benton & Bowles	4,800,399
Lord & Thomas	4,791,586
Ruthrauff & Ryan	4,015,959
Compton Advertising	3,107,788
Ward Wheelock Co.	2,258,425
Newell-Emmett Co.	1,693,314
Batten, Barton, Durstine & Osborn	1,588,554
Pedlar & Ryan	1,588,185
Lennen & Mitchell	1,500,635
N. W. Ayer & Son	1,397,535
Wade Advertising Agency	1,383,741
H. W. Kastor & Sons Adv. Co.	1,245,302
Gardner Advertising Co.	1,109,681
Erwin Wasey & Co.	1,105,072
Wm. Esty & Co.	1,096,359
Biow Co.	1,081,115
Stack-Goble Advertising Agency	1,007,060
Roche Williams & Cunnyngham	1,004,155
Neisser-Myerhoff	920,170
No Agency (Billed Direct)	879,157
McCann Erickson	836,851
Arthur Kudner	785,449
Needham, Louis & Brorby	675,190
Hays MacFarland & Co.	648,815
Sweeney & James Co.	635,206
Maxon Inc.	617,831
Hutchinson Advertising Co.	563,400
Aubrey Moore & Wallace	520,398
McKee & Albright (Now McKee, Albright & Ivey)	506,798
Cecil, Warwick & Legler (Now Warwick & Legler)	497,894
Lambert & Feasley	445,813
Buchanan & Co.	415,105
L. W. Ramsey Co.	366,063
D'Arcy Advertising Co.	358,940
Geyer, Cornell & Newell	345,334
Frances Hooper, Adv.	331,985
Campbell-Ewald Co.	299,655
Morse International	296,463
Ivey & Ellington	259,436
Russell M. Seeds Co.	251,097
Knox Reeves Advertising	247,993
James A. Greene & Co.	247,792
U. S. Advertising Corp.	243,905
Sherman K. Ellis & Co.	240,774
Hixson-O'Donnel Adv.	231,201
Henri, Hurst & McDonald	189,019
R. H. Alber Co.	188,538
Bermingham, Castleman & Pierce	174,049
Brooke, Smith & French	139,735
MacManus, John & Adams	130,615
Hutchins Advertising Co.	129,360
Westco Advertising Agency	117,488
Donahue & Coe	114,456
Franklin Bruck Adv. Co.	110,926
Charles W. Hoyt Co.	107,559
Lawrence C. Gumbinner	107,412
Wessel Co.	103,365
Botsford, Constantine & Gardner	100,672
Redfield-Johnstone	98,805
Kelly, Stuhlman & Zahrndt	94,034
Ralph H. Jones Co.	93,984
Critchfield & Co.	89,385
Kenyon & Eckhardt	88,805
Bowman & Columbia	87,750
Glicksman Advertising Co.,	76,736
Bert S. Gittins, Advertising	67,236
Gale & Pietsch	65,656
Albert M. Ross	72,019
Brown & Tarcher	62,400
Logan & Stebbins	61,921
McJunkin Advertising Co.	57,924
H. M. Kiesewetter Adv. Agency	56,138
Scholts Advertising Service	54,430
Baker Adv. Agency	49,245
J. M. Mathes Inc.	48,276
Tomaschke-Elliott	47,438
Long Advertising Service	46,169
Fitzgerald Advertising Agency	45,552
C. Wendel Muench & Co.	42,078
Rohrabaugh & Gibson (Now C. M. Rohrabaugh & Co.)	38,257
Emil Brisacher & Staff	38,118
Federal Advertising Agency	36,904
Baggaley, Horton & Hoyt	35,017
Badger & Browning	29,353
Kleppner Co. Inc.	28,750
Walsh Advertising Co.	26,000
Cockfield, Brown & Co.	25,165
Brooke, Smith, French & Dorrance	23,754
Fishler, Zealand & Co.	23,100
Emil Reinhardt	22,008
Clements Co.	21,432
Walker & Downing	20,541
Rocke Productions	20,412
Flack Advertising Agency	20,360
Marschalk & Pratt	20,291
L. D. Wertheimer Co.	15,420
Sterling Advertising Agency	14,297
Sidney Garfinkel Adv. Agency	14,080
Leo Burnett Co.	13,829
Walter Biddick Co.	12,325
Weston-Barnett	10,543
Small & Seiffer	10,050
De Biasi Advertising Agency	9,255
Philip Klein Adv. Agency	9,030
Dan B. Miner Co.	8,576
Morgan Reichner & Co.	8,348
J. Ralph Corbett	8,169
Arnold & Chase	7,770
A. McKim Ltd.	6,920
G. Lynn Sumner	5,880
Albert Frank-Guenther-Law	5,823
Milton Weinberg Co.	5,370
C. Ellsworth Wylie Co.	5,150
Hillman-Shane Adv. Agency	5,042
Joe Lowe Agency	5,040
James Houlihan Inc.	4,950
MacLaren Advertising Co.	4,500
Leon Livingston Adv. Agency	4,212
Charles Dallas Reach	4,144
H. M. Frost Co.	4,125
Gillman Advertising	3,870
Joseph Katz Co.	3,541
Dowd-Ostreicher Inc.	3,325
Blaker Advertising Agency	3,200
Doremus & Co.	3,136
Lowe Features (Political)	3,096
D'Evelyn & Wadsworth	2,920
Shattuck & Ettinger	2,864
Larsen & Aurrecoechea	2,751
Lockwood-Shackelford Adv. Agency	2,730
William A. Ingoldsby Co.	2,236
Burton A. Osterhoudt	2,040
Gem Advertising Agency	1,913
Rogers & Smith	1,400
Kelly, Nason & Winsten	1,190
J. P. Muller & Co.	856
Mason L. Ham, Advertising	815
Howard G. Hanvey	680
Theodore H. Segall Adv. Agency	424
James R. Lunke	360
Ray Davidson	360
C. Brewer Smith Adv. Agency	290
Faraon Jay Moss Inc.	288

Domino May Extend

LARUS & BRO. Co., Richmond, will sponsor *The Shadow of Fu Manchu*, transcribed serial drama, three times weekly on WRVA, Richmond, beginning Jan. 16, in the interest of Domino cigarettes. If the program is successful there, sponsor is expected to extend it to other markets. The agency is Warwick & Legler, New York. Program, which is produced by Fields Brothers, Hollywood, and released through Radio Attractions, New York, will also start broadcasting this month on KDKA WFBR WRC WFBL WICC WEAN WNAC WBAX WDRC.

New Candy Series

WALTER H. JOHNSON CANDY Co., Chicago (Power House Candy bars), on Jan. 13 started weekly quarter-hour disc show on WMAQ, Chicago, and 14 stations in the South. Agency is Campbell-Ewald Co., Chicago.

Bank Group Disc Series Acquires 85 Sponsors

AMERICAN BANKERS Assn., New York, has lined up a total of 85 banks to sponsor its *Song & Story* series of transcribed program on local stations, the majority of which are grouped under the Kansas City Clearing House Assn., with a membership of 13 banks; the Wisconsin Bankers Assn., with 17 banks; the New Mexico Bankers Assn., with 37 banks, and the Jamestown Clearing House Assn., with seven banks.

Although sponsorship is still in a rather preliminary stage, the following stations have been definitely decided upon: KCKN WCOU WJMS WJDX KOB WJTN WMFF WDNC WBNS WPIC WBAX and WTMJ. The series consists of 13 quarter-hour transcriptions, recorded by the NBC Transcription Service, which are largely musical with a brief "skit" included in each portraying the service banks offer to the average family.

Network Billings For Year Again Achieve Records

NBC and MBS Show Boosts; CBS Downs 4.8% in 1938

GROSS time sales of the nationwide networks in 1938 again reached a new high, though by a slimmer margin than previously. The year's combined total gross billings of NBC, CBS and MBS reached $71,728,400, a gain of 3.0% over the 1937 total of $69,612,482. For NBC and Mutual, 1938 was the best year in their history. NBC's 1938 total was $41,462,679, an increase of 7.3% over the $38,651,286 billed in 1937. Mutual's 1938 total of $2,920,324 topped last year's $2,239,078 by 30.4%. CBS alone fell behind the 1937 total, ending up the year with billings of $27,345,397, 4.8% behind the previous year's billings of $28,722,118.

December figures were pretty much in line with those for the entire year. NBC's $3,887,072 was 6.8% ahead of the $3,369,086 billed in Dec. 1937. Mutual showed the largest percentage gain with $337,369 billed in Dec. 1938, 30.4% over the $245,465 billed in the final month of 1937. CBS sustained a loss of 9.2%, dropping from $2,786,618 in Dec. 1937 to $2,529,060 for the same month of 1938. Combined figures for all three networks total $6,753,501, a gain of 1.2% from the Dec. 1937 figure of $6,671,169.

Gross Monthly Time Sales

NBC

	1938	% Gain over 1937	1937
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,200,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
Aug.	2,941,099	5.6	2,784,977
Sept.	2,979,241	4.5	2,850,581
Oct.	3,773,964	13.0	3,339,739
Nov.	3,898,919	15.3	3,381,346
Dec.	3,887,072	6.8	3,639,086
Total	$41,462,679	7.3%	$38,651,286

CBS

Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	— 5.4	2,563,478
May	2,442,283	— 4.6	2,560,558
June	2,121,495	—14.3	2,476,576
July	1,367,357	—31.2	1,988,412
Aug.	1,423,865	—27.2	1,955,280
Sept.	1,601,755	—21.0	2,028,585
Oct.	2,387,395	— 4.6	2,505,485
Nov.	2,453,410	— 7.6	2,654,473
Dec.	2,529,060	— 9.2	2,786,618
Total	$27,345,397	— 4.8%	$28,722,118

MBS

Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	— 5.9	247,431
April	189,545	— 5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458
Aug.	164,626	70.4	96,629
Sept.	209,342	50.8	132,866
Oct.	347,771	45.7	238,683
Nov.	360,929	39.7	258,357
Dec.	337,369	37.4	245,465
Total	$2,920,324	30.4%	$2,239,078

AMERICAN Civil Liberties Union announced Jan. 9 that it will ask support of all political elements in Congress for a variety of bills, including several "providing for greater freedom on the air by requiring all radio stations to set aside time for public issues, to treat controversial issues on equal terms and to free stations from responsibility for libel or slander on public time."

Latest Questionnaire of FCC Taps Inner Station Business

Details of Ownership, Operation and Policy as Well as History of Personnel Are Sought

IN ITS apparently endless search for data from station licensees, the FCC on Jan. 5 dispatched a new questionnaire to all stations seeking data on the innermost phases of ownership, operations and policies—and even the antecedents of personnel.

Labelled as information desired for the so-called network inquiry, with its related monopoly phases, the new questionnaire, in the opinion of informed observers, appears to transcend in some respects the scope of the FCC's authority and packs a few "sleepers". This is seen notably in connection with inquiries about the income and profit derived by station licensees or corporations from businesses in which they may be engaged aside from broadcasting. Also asked are the past experiences, functions and authority of such employes as managers, commercial managers, program directors and other department heads.

The new questionnaire supplements that sent out prior to the opening of the network inquiry last November to corporate shareholders, corporations owning capital stock in stations and station directors. In all, it was announced that the four questionnaires, including the newest one to the some 800 broadcast licensees, have been dispatched to about 2,300 stations, holding companies, and others holding direct or indirect stock interests in stations, and to stockholders and officers.

Commissions Included

It is apparent too that the FCC is probing for anything smacking of unfair competition or restraint of trade, for it seeks to learn whether licensees having interests in other businesses use their stations to advertise them (most of them do) and whether they give themselves special discounts, or charge themselves anything at all. It also apparently is seeking to determine whether excessive commissions are paid for business, because the name of every individual procuring compensation from stations other than on a "flat amount for salary agreed upon in advance" is requested.

The purpose is to ferret out full information on "multiple ownership, absentee ownership, tendencies toward monopoly, character of ownership and other business affiliations." That falls under one of the general headings of the network inquiry now in progress and likely to run until late spring or even summer.

All this data, after analysis, will be introduced at the hearings by FCC witnesses, primarily members of its accounting staff. At this stage, it appears likely the Commission will put this data in evidence following the first phase of the inquiry, relating to networks. That, however, may be a month or two off, since CBS, MBS and a score of regional and state networks are yet to complete their presentations. NBC alone occupied the stand from Nov. 14 through Jan. 5.

The broadcast station licensees must return the new forms by Jan. 25. Because of the far-reaching nature of the questionnaire, it is expected many stations, primarily those in the local classification, will find considerable difficulty in executing them. Many industry eyebrows are being lifted because of the latest excursions into the most intimate phases of station operation, particularly since it obviously places greatest hardship upon the smaller units in the industry—those 100-watters and independents that find the going hard and were authorized primarily to give local communities an opportunity for "self-expression".

Easier for Larger Stations

The larger stations, while they may experience difficulty in responding so hurriedly to some questions raised, nevertheless are in a far better position to supply the information, by virtue of greater man-power, ability to hire lawyers, and otherwise to meet requirements about written policy, delegation of authority and the like.

In its release, the FCC stated that replies, when analyzed, will show the extent and character of absentee ownership, use of voting proxies in effecting or maintaining direct or indirect control of stations, "second tier" control, and that sort of material. Information about management control, transfers of control, authority of different members of the executive personnel, and the qualifications of each is also sought.

Chairman's Explanation

Chairman Frank R. McNinch said the press release made it plain the Commission has taken no position with respect to the propriety of any of the practices under investigation, and all present effort is aimed at obtaining full information about the conditions and practices existing.

Of individual licenses, the Commission first seeks information for 1938 on the total gross income derived from each business other than broadcasting in which the licensee is engaged, along with net income, expenses, number of employes, and related data. It inquires whether the licensee devotes full time to the station; detailed data on employes hours, and whether they have other work.

Licensee Affiliations

That the Commission proposes to determine whether any unfair competition exists, is reflected in the question as to whether licensees who are engaged in other businesses use the station to advertise those businesses, and whether they pay for the time, or get reduced rates. Particular emphasis was placed on this by FCC counsel during presentation of NBC's testimony Jan. 4 and 5 when it was testified that RCA, which owns NBC, received rate concessions on the *Magic Key* account on the Blue Network.

With respect to personnel, the Commission asks about the experience of the licensee, station manager, commercial manager and other executives, with particular reference to their qualifications for the positions they hold. A description of the authority and responsibility of each executive is asked, and the class of problems with which each deals without first consulting the licensee, is sought.

A copy of general policies established at the station is requested, and if not written, their substance is requested. If there are no written or oral policies, the applicant must so state. (An affirmative response to the latter question might be used against the licensee, it is thought in some quarters).

Endless Array of Data

Background announcements for other than station licensees must be supplied under another question. Finally, full information on commissions paid to any station employe or contact, including manager, salesman, agency, agent, lessor and lessee is requested.

In such instances, the station licensee must give the name of each, his relation to the station, his duties, if an employe, or his business if not; the basis for compensation; the amount and percentage or portion; the arrangements under which the compensation is paid.

Essentially similar data is sought from licensee corporations, except that in addition excerpts from the minutes of each meeting of the board of directors since Jan. 1, 1938, on all matters concerning the stations must be supplied. Moreover, a description is requested of the experience of each director and officer in operating or conducting the affairs of a station before joining the organization.

COPY DEADLINE

Week Lag on Music Programs Ordered by WTMJ

CONTINUITY on musical programs must reach the station at least a week before the day of the program, according to new schedules of closing dates on continuity recently started by WTMJ, Milwaukee. This gives the musical department time to select numbers and coordinate the program with the continuity department.

All copy for announcements to be used on Saturday and Sunday must reach the studio by Thursday noon; Monday copy, by Friday noon; and noon of the preceding day for all other days of the week. If any special writing or handling is necessary, the copy must be in the WTMJ office three or four days in advance of broadcast date to give time for advertiser's or agent's approval, according to the regulations.

AUDIENCE AT WOWO DISC SERIES

Heckling and Wisecracks Lure Fans to Program Every Morning and They Like It

WHY is a studio audience?

The usual answer, that people come to the broadcasting studios to get a glimpse of the stars they have been hearing on the air, may be right some of the time, but it won't serve at WOWO, Fort Wayne, where for more than 18 months now, a half-hour program of transcriptions has been doing an SRO business five mornings weekly. Titled *Bill Board of the Air*, program is sold to advertisers on a participating basis and, according to the station, has been unusually effective in producing results for its sponsors. There is no prepared continuity, but John Hackett, sports and specialty man, runs the program according to the dictates of his fancy and the tastes of the studio audience of the day.

Beginning with a drum roll and a fanfare, the show includes music from the NBC *Thesaurus*, recorded library, informal interviews with the audience, individually and collectively, and comic interludes. Typical of the program's comedy was an interview with "Philbert, the Fly", a one-minute announcement, transcribed at 33⅓ r.p.m. and played at 78 r.p.m. Heckling is encouraged and is dispensed freely by both audience and master of ceremonies. The audience also assists in making the announcements. At 11:30 Hackett looks at the clock and says, "Folks, the time is now 11:30", whereupon the audience responds in a body, "The music on this program is electrically transcribed." Listeners contribute to the entertainment by sending in jokes which are read between musical numbers. All in all, everyone seems to get a lot of fun out of the whole thing. But it still leaves the question:

Why is a studio audience?

THIS is a picture of a studio audience. The audience is enjoying a program of transcriptions. John Hackett, master of ceremonies, stands at the right, beside his trusty turntable.

Horlicks May Add

HORLICK'S MALTED MILK Corp., Racine, Wis., on Jan. 2 started *Mad Hatters*, five weekly quarter-hour live strip show, on WLW, Cincinnati. It is understood that the series may expand to other stations in the near future. Roche, Williams & Cunnyngham, Chicago, is agency.

WLS *and* KOY

CHICAGO PHOENIX

Announce

the re-appointment of

John Blair & Company

CHICAGO NEW YORK DETROIT SAN FRANCISCO LOS ANGELES

as Exclusive

National Representatives

Effective January 1, 1939

Station in Mobile Is Granted by FCC

Improved Facilities Awarded To Four Other Stations

A NEW station was authorized in Mobile, Ala., and four existing stations secured improved facilities, in decisions rendered by the FCC Jan. 9, all to become effective Jan. 16.

The new station in Mobile will operate with 100 watts daytime only on 1200 kc., and the licensee will be S. D. Quigley, owner of the Quigley Motors Co. and the Quigley Specialty Co. In making the grant, the Commission sustained the recommendation made following a hearing by Examiner Seward.

Two stations in Pennsylvania which have been sharing time at night on 1200 kc., were authorized to go to full time on the same frequency. They are WKBO, Harrisburg, and WEST, Easton. Each uses 100 watts night and 250 day.

WGNY, Newburgh, N. Y., operated by Peter Goelet, with 100 watts on 1210 kc., was authorized to increase its power to 250 watts daytime and shift to 1220 kc. It is thus relieved from its present time-sharing arrangement with WBRB, Red Bank, N. J.; WFAS, White Plains, N. Y., and WGBB, Freeport, N. Y.

WMBO, Auburn, N. Y., recently transferred from Roy Albertson to the *Auburn Citizen - Advertiser*, was granted a license to increase its daytime power from 100 to 250 watts on 1310 kc., and to operate with new equipment.

Two applications for new stations were denied in decisions Jan. 3. William F. Huffman, newspaper publisher of Wisconsin Rapids, Wis., was denied his application for a new 250-watt full-time outlet there on 580 kc. Abraham Plotkin, seeking a new 1,000-watt station on 1570 kc. in Chicago, failed to appear for a scheduled hearing and his application was denied as in default.

The application of WAIR, Winston-Salem, N. C., asking for full time in lieu of daytime hours only on 1250 kc., with 250 watts, was denied because it was held it might cause objectionable interference to other stations.

New 'Listener's Digest'

FIRST issue of *Listener's Digest*, a new monthly publication featuring digests of radio programs heard on networks and stations, made its appearance on the newsstands the week of Jan. 9. It is edited by George T. Eggleston and published in New York in cooperation with the Conde Nast Publications. It carries no advertising and its format is much like that of *Reader's Digest* except that it features a photograph (Toscanini) on the front cover and the table of contents on the back. It sells for 25c.

New 'Radio Digest'

M. L. ANNENBERG Publications, 551 Fifth Ave., New York, issued Vol. 1, No. 1 of *Radio Digest* as its February edition, and placed it on the newsstands at 25 cents. Like the new *Listener's Digest*, it carries excerpts of radio broadcasts and does not carry advertising. Editor is Curtis Mitchell, who is also editor of *Radio Guide*. Managing editor is Ken W. Purdy.

WHBY to Appleton, Wis.

WHBY, Green Bay, Wis., 100-watt night and 250 daytime outlet on 1200 kc., on Jan. 3 was authorized by the FCC to move its transmitter to Appleton, Wis., where it will install new equipment, including a vertical antenna. The station is now operated jointly commercially with WTAQ, a regional on 1330 kc., also in Green Bay, by St. Norbert College, a Jesuit institution, which will continue to operate the station in Appleton. Father James A. Wagner is director of both stations.

Serutan Buys News

HEALTHAIDS Inc., Jersey City (Serutan), is sponsoring quarter-hour news broadcasts five and six days weekly on WOR WHDH WJJD WFIL WCAE and WXYZ. The company is also running a series of half-hour programs promoting its *Journal of Living* publication with health talks by Victor Lindlahr five times weekly on WFIL WHDH WJJD WHK and KFWB, and three times weekly on WOR; and one weekly talk by Norman Brokenshire on WOR. Account is handled by Austin & Spector, New York.

Lorillard Expands

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 24 adds KSO WHK WKBW WSAY WSYR WMT and WNBF to *Don't You Believe It* program, now heard on 12 MBS stations, Tuesdays and Thursdays, 7:30-7:45 p. m. Beginning Jan. 30, the following stations will carry transcriptions of the program: WDBJ WIOD WJAX WFLA WLAK WPTF. Lennen & Mitchell, New York, placed the account.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 16 starts Capt. E. D. C. Herne, aviator, engineer and world traveler, in a six weekly news commentary programs on WGN Chicago, 6:15-6:30 p. m. CST. Agency is McCann-Erickson, New York.

NEW "Perifone" mike to be used by WOR-Mutual during the New York World's Fair year gets the careful eye of WOR Chief Engineer J. R. Poppele, who explains that the instrument should give a truer reproduction because of the convex mesh ear. Another advantage is that the sphere eliminates pockets of sound behind the instrument. He predicted the Perifone would mark the end of purely utilitarian microphones, and added that it is proposed eventually to install it in all MBS stations.

Armco Back

FRANK SIMON'S *Armco Band* starts its tenth consecutive season on the air, sponsored by American Rolling Mill Co., with a concert series Jan. 15 on 42 NBC-Blue stations. Scholastic musical champions are to be featured soloists, and short talks by the Ironmaster also ars carried weekly. The account is handled by N. W. Ayer & Son.

Elliott Roosevelt Urges KTHS Management Plan With Power of 50 Kw.

A PROPOSAL that KTHS, Hot Springs 10,000 watter, apply to the FCC for 50,000 watts and be operated under a management corporation capitalized at $150,000, was laid before members of the Hot Springs Chamber of Commerce, licensee of the station, at a conference in that city Jan. 3 by Elliott Roosevelt, who is president of the Texas State Network and also heads Hearst Radio Inc.

According to the *Hot Springs Sentinel-Record*, the local group "looked with favor" on the proposal under which about $175,000 would be spent on new equipment and under which Mr. Roosevelt would head the new corporation and agree to pay all of the operating costs of the stations plus a percentage of gross revenues each year for 10 years. He guaranteed interest and at least a $5,000 annual return.

The corporation would consist of local and Arkansas citizens, and it was stated the deal would in no way violate the existing contract with Col. Tom H. Barton, who bought the station several years ago for $75,000 with the thought of moving it into Little Rock. Col. Barton withdrew his bitterly contested application for transfer of ownership when the case came up for hearing at the FCC Nov. 3 after entering into an agreement that the station should not be leased or sold within the next 10 years unless he is given an equal chance to assume its operation. A management contract, it was stated, would not violate this agreement.

FCC Reaffirms Its Grant Of Austin, Tex., Station

HOLDING that Texas A. & M. College, operating the 500-watt WTAW on 1120 kc. at College Station, Tex., had failed to show need for additional time in order to broadcast its educational programs or commercial programs which it proposed to begin carrying, the FCC on Jan. 3 reaffirmed its decision of July 6, 1937, authorizing a new station at Austin, Tex., to use 1,000 watts daytime and share time with WTAW.

The college protested the grant of the new station, to be known as KTBC, which was allotted the time not used by WTAW which operates only a few hours daily. College authorities had failed to agree on a time division with the State Capitol Broadcasting Assn., the group to whom the CP was issued. The group comprises R. B. Anderson, president of the State Tax Commission; A. W. Walker Jr., law professor of the U. of Texas, and R. A. Stuart, Fort Worth attorney.

Folger Back on 17

FOLGER COFFEE Co., San Francisco (coffee), after a six-week layoff, on Jan. 9 renewed for 26 weeks its five-minute live talent *Today's Best Buys* on 17 stations. From three to five programs weekly are being used on KNX KSFO KGW KHQ KGB KDYL KOY KGHL KQW KFBK KMJ KMED KFOX KOH KWG KERN KSRO. Agency is Raymond R. Morgan Co., Hollywood.

RADIO PAYS, BANK DISCOVERS

Louisville Institution Shows Amazing Growth as Result of 13 Years on the Air

THIRTEEN years of continuous use of radio, has convinced the Greater Louisville First Federal Savings & Loan Association that radio advertising pays—its resources having grown from $2,000,000 to more than $11,000,000 over that period.

The Association began its 14th year as an extensive user of radio over Louisville's stations, WHAS and WAVE, on Dec. 31, when L. Frank Withers, president, and Gustav Flexner, secretary-treasurer, in microphone appearances over WAVE paid high tribute to the part radio played in the development.

The Association began its radio campaign Dec. 31, 1925, over WHAS, using a vocal ensemble. It has never changed that program. When WAVE began operation in 1934, it began using that station. At present the Association uses a half-hour each Saturday night and six 15-minute daytime programs Mondays through Saturdays on WAVE, and six 15-minute broadcasts Mondays through Saturdays on WHAS. The company maintains its own studio in its own building in Louisville.

President Withers, in his talk beginning the 14th year, said the reason the company has been on the air continuously was because it had succeeded in selling goodwill. The entire effect, he said, has been to fix in the listener's mind the name "Greater Louisville". He added, "We believe that when you think of investing or when you think of borrowing, the name Greater Louisville comes before you. That is what we have been trying to sell, goodwill. We think we have it, we hope to keep it. That's advertising. Without its benefits to us, we could not give you entertainment. Without us and others like us, the radio stations would not function as they do."

Mr. Flexner, in opening the birthday broadcast, observed that radio's progress needs no comment. The progress of the Loan Association, he added, should speak for itself "in that its resources have grown from $2,000,000 in 1925 to more than $11,000,000 now."

Du Mont Brochure Lists Paramount's Obligation For Loans of $200,000

PARAMOUNT Pictures owns the 14,000 outstanding shares of Class "B" stock of Allen B. Du Mont Laboratories, cathode ray tube manufacturers and television experimenters, and has options to buy the remaining 42,000 shares at par value, according to a prospectus of the company issued by Hoit, Rose & Troster, New York investment firm. In return for these options Paramount has agreed to lend Du Mont up to $200,000 for 10 years, the prospectus states.

In its description of the present state of television development, the prospectus states this new pictorial art, "without the experience, technique, background of development, script writers and performers, especially the stars, will logically have to turn to that other great pictorial art, the motion picture industry." The Du Mont system, which plans for nationwide television coverage through films that can be shipped to stations throughout the country for televising, and which further "contemplates the local 'piping' of news events and motion picture features direct from local transmitters to local theatres," has "unusual possibilities of development through use of Paramount Pictures talent, theatres and exhibitor contacts," the report states.

Technically, the Du Mont system is described as broadcasting along with the image "controlling factors necessary for holding the receiver in perfect step with the transmitter," eliminating "much of the work heretofore done at the receiver" and six or seven tubes and three or four controls, which it is stated will reduce the cost of Du Mont receivers about 30% as compared to other instruments. The Du Mont receiver is also said to be able to handle images of any definition up to 882 lines, twice the present standard.

Radio Being Widely Used For Citrus Fruit Drives

RADIO is being uced as part of the nationwide promotion of citrus fruit through a series of national sales sponsored jointly by distributor organizations and the citrus industries of Texas, California and Florida. Promotion for the first sale, Nov. 25-Dec. 4, was handled by Arthur Kudner Inc., advertising agency for the Florida Citrus Commission. The second, to be held Jan. 26-Feb. 4, is handled by Leche & Leche, Dallas, for the Rio Grande Valley Citrus Exchange (Texas industry). The third sale, March 2-12, is in charge of Lord & Thomas, agency for California Fruit Growers Exchange.

Twenty-page selling and merchandising brochure, created for the second sale by Leche & Leche, is supplied all participating agencies, including Independent Food Distributors Council, representing 153,000 grocery stores; National Assn. of Food Chains; Super Market Institute; National Restaurant Assn.; National Assn. of Chain Drug Stores; National Assn. of Retail Druggists; Limited Price Variety Stores Assn., and the Institute of Distribution.

A BOOST FOR PATRIOTISM

Farley Letter Is Feature of 'We Americans' Program Broadcast by WBIG

AS PART of its *We Americans* program, an idea originated by WHK-WCLE, Cleveland, and made available to all stations, WBIG, Greensboro, N. C., on Jan. 2 included a letter from Postmaster General James A. Farley to Major Edney Ridge, WBIG manager, praising the program's patriotic ideals.

"I think you have chosen a happy theme in which to re-emphasize the priceless blessing of American citizenship through the medium of your radio program, *We Americans*," Mr. Farley stated in his letter, which was read in full. "Until a few years ago I think most of us had the hope that the curse of tyranny and minority oppression was gradually disappearing from the face of the earth. Unfortunately, we know now that such a view was tragically mistaken. The cruel force of absolute despotism has been reborn in many lands, bringing with it in the conduct of international relations the equally false principle that might makes right. As a result, it may be said in all truth that the world has taken a backward step. As Americans there is little or nothing we can do to direct the course of human affairs outside the boundaries of the United States. But here in America, we can rekindle the faith of the people in the justice of democratic government by constantly reminding them, as you are doing through your program, how necessary it is to preserve the heritage of free government handed down to us by the founding fathers.

"The essence of patriotism, as I see it, is to insist upon the maintenance of our own rights while at the same time being scrupulously zealous to respect the rights of others. There is no danger of alien systems taking hold here if the American people are thoroughly grounded in the value and worth of their own democratic institutions. The events in the past few years have demonstrated once again that we are fortunate to be living under the finest system of government ever devised by man. Please accept my sincere congratulations on the work you are doing. I know it will bear fruit."

Minority Group in RCA Charges Assets Wasted

THREE suits by minor stockholders in RCA have been brought in New York Supreme Court against that company, General Electric, Westinghouse and A.T.&T. charging waste of corporate assets as a result of the consent decree whereby GE and Westinghouse ownership of RCA stock was relinquished. The cases have been consolidated for trial on motion of defendants.

In all three complaints RCA directors are charged with alleged failure to regain 2,000,000 shares of RCA common given to GE and Westinghouse in 1932 allegedly in return for patent and other rights said to have been terminated by the Federal Government consent decree. Rose Druckerman, owner of 25 shares of common, charges that this caused an $80,000,000 loss to RCA, and also alleges that RCA lost $250,000,000 as a result of a deal with GE and Westinghouse in 1929 whereby it is charged 6,580,375 shares of common allegedly worth $290,000,000 were given the two corporations for assets said to be worth not more than $39,300,000.

Statement by RCA Counsel

Col. Manton Davis, vice-president and general manager of RCA, made the following statement:

"Suits have been commenced by stockholders of the RCA against directors and former directors of the Radio Corporation and against General Electric Co., Westing-House Electric & Manufacturing Co. and American Telephone & Telegraph Co. The complaints charge that certain contracts entered into six years ago were unfavorable to the Radio Corporation and to the advantage of the other companies. These contracts formed the basis for the settlement, in 1932, of the proceedings which had been brought by the Government against the Radio Corporation, General Electric Co., Westinghouse Electric & Manufacturing Co., American Telephone and Telegraph Co. and others.

"The contracts and the terms of settlement of the Government suit were not only approved by the directors of the RCA at that time but were submitted to the stockholders of the Corporation and approved by them. For the past six years the companies affected carried on their operations under these contracts.

"After full consideration of the complaints the directors of the Corporation are of the opinion that the pending stockholders' suits are entirely without foundation. The charges in the complaints that the payment of dividends by the Corporation to its stockholders has resulted in the impairment of its capital, show a complete lack of information on the part of the individuals making the charges."

Shopping News Expands

CLUETT, PEABODY Co., New York, which has been conducting a shopping news program for Sanforized-Shrunk merchandise on WCAU, Philadelphia, for the last three months, has met with such success for this method of building retail sales by providing consumers with a newsy, dependable shopping service, covering all stores, that it has expanded it to other cities. On Jan. 9 it started the same type of program on stations in Detroit, and will soon start in Chicago and Los Angeles. WWJ, Detroit, is carrying the program six times weekly from 9:30-945 a. m. and early in February WGN, Chicago will carry the program, which features Nancy Dixon, shopper, giving style hints and price details of the merchandise offered during the six shopping days of the week. Young & Rubicam, New York, places the account.

WHBF Operates Now As Regional

New Plant Is Dedicated and Station Joins MBS Net

WHBF, Rock Island, Ill., serving the Rock Island, Moline and Davenport areas popularly known as the Tri-Cities, went from the local to the regional classification Jan. 14, dedicating its new transmitting plant and becoming on the same day the 110th affiliate of the Mutual Network. The station, formerly a local on 1210 kc., is now operating with 1,000 watts full time on 1240 kc under a recent FCC grant.

Coincident with the dedication, John W. Potter, president of the Rock Island Broadcasting Co., and editor and co-publisher of the *Rock Island Argus*, announced the appointment of Les C. Johnson, for 20 years connected with the *Argus* and the newspaper's advertising manager for the last 10 years, as vice-president and general manager of the station. Since the death of James L. Hughes in 1937, Mr. Potter has been acting as manager. Ben H. Potter is secretary-treasurer; Maurice Corken, commercial manager; Ivan Streed, production manager; J. E. Gray, chief engineer.

Mr. Johnson

Salutes From Mutual

The new transmitter is an RCA and operates with two 350-foot Truscon radiators, directive at night. The plant cost $35,000.

The dedication started at noon Jan. 14 when Chief Engineer Gray went on the air to describe the new plant, after which Mr. Street introduced Mr. Potter. Various state and local dignitaries then spoke and messages from many others, including President Neville Miller of the NAB, Chairman Alfred J. McCosker, President W. E. Macfarlane and General Manager Fred Weber, of MBS, were read. In the early evening mayors and civic leaders of the Tri-Cities spoke. Mutual greeted its new affiliate with salutes from WOR, Newark; WGN, Chicago, and KHJ, Los Angeles.

Nurseries in South

GOOD & REESE Nurseries, Springfield, O., on Jan. 16 will start a varied schedule of thrice weekly five and 15-minute disc shows on an undetermined number of Southern stations. Albert Kircher Co., Chicago, is agency.

Holland Furnace Starting

HOLLAND FURNACE Co., Holland, Mich., on Feb. 1 will start a campaign of spot announcements on approximately 55 stations. Agency is Ruthrauff & Ryan, Chicago.

NBC-BLUE on Jan. 21 will start *Southwestern Stars*, half-hour program originated by WKY, Oklahoma City featuring Allen Clark's orchestra, Ben Bezoff's news story of the week, Ken Wright at the console, with Terry O'Sullivan as master of ceremonies. It is scheduled for 6:30 p. m. EST.

Financial History of NBC From Its Inception: Consolidated Statement of

Total Nov. 1926 to Dec. 1937	% of Total		1937 Amount	1937 % of Total	1936 Amount	1936 % of Total	1935 Amount	1935 % of Total	1934 Amount	1934 % of Total
$211,125,670.06	74.76	Time Sales (Net After Discounts)	$33,690,245.87	81.02	$30,148,753.13	78.90	$26,679,834.36	75.27	$23,535,130.33	75.15
7,530,238.98	2.67	Sustaining Income	.....	.....	.....	.....	941,427.79	2.66	1,021,246.93	3.26
52,954,005.48	18.75	Talent Bookings	6,032,274.33	14.50	6,348,886.41	16.62	6,599,820.77	18.62	5,658,762.11	18.07
10,795,069.48	3.82	House Orchestra, Wire & Other Income	1,860,819.03	4.48	1,713,109.60	4.48	1,224,489.06	3.45	1,101,654.53	3.52
$282,404,984.00	100.00	TOTAL	$41,583,339.23	100.00	$38,210,749.14	100.00	$35,445,571.98	100.00	$31,316,793.90	100.00
$42,897,858.19	15.19	Compensation to Stations	$7,166,363.35	17.24	$6,123,748.54	16.03	$5,875,188.14	16.58	$5,000,649.83	15.97
30,891,429.12	10.93	Advertising Agency Commissions	5,052,481.58	12.15	4,483,392.31	11.73	3,978,184.56	11.22	3,478,060.30	11.11
48,655,660.10	17.23	Payments to Talent for Commercial Radio, Concert and Other Bookings	5,357,382.81	12.88	5,708,096.61	14.94	5,972,117.79	16.85	5,212,314.28	16.64
26,654,714.63	9.44	Sustaining Talent & House Orchestras	3,347,288.64	8.05	2,872,308.75	7.52	2,498,013.50	7.04	2,596,322.87	8.29
37,087,601.05	13.13	Salaries & Wages—Other than Talent	5,433,553.86	13.07	4,865,073.93	12.73	4,728,659.98	13.34	4,344,814.06	13.87
6,938,609.71	2.46	Rent of Studios & Offices	1,515,586.44	3.64	1,111,748.72	2.91	903,886.37	2.55	758,473.53	2.42
28,351,887.96	10.04	Wire Expenses	3,242,649.73	7.80	3,063,773.83	8.02	2,635,878.11	7.44	2,628,427.84	8.39
5,929,083.64	2.10	Leased and Programmed Stations	1,031,972.57	2.48	998,306.25	2.61	910,685.89	2.57	911,043.26	2.91
4,239,224.53	1.50	Taxes Including Federal Income	1,102,368.62	2.65	905,388.55	2.37	692,103.35	1.95	442,618.66	1.41
6,715,973.15	2.38	Depreciation & Goodwill Write Off	685,414.58	1.65	643,089.84	1.68	947,516.79	2.67	1,084,403.53	3.46
2,972,762.21	1.05	Music License Fees	550,110.27	1.32	518,377.59	1.36	476,120.64	1.34	376,700.41	1.20
22,184,647.01	7.86	All Other Expenses	3,398,780.37	8.17	3,353,775.56	8.77	2,736,409.50	7.72	2,417,663.76	7.73
$263,519,451.30	93.31	TOTAL ALL EXPENSES	$37,883,952.82	91.10	$34,647,080.48	90.67	$32,354,764.57	91.27	$29,251,492.28	93.40
$18,885,532.70	6.69	Net Operating Profit	$3,699,386.41	8.90	$3,563,668.66	9.33	$3,090,807.41	8.73	$2,065,301.62	6.60

NBC Nets 22 Million in 12-Year Period

Final NBC Witness

Gross of 325 Million Recorded, FCC Is Informed

DURING the 11 years of its operation, from 1926 to 1937, networks of NBC realized a net operating profit of $18,885,532 out of a gross income of $282,404,984. With estimated total revenues of $42,211,268 for the 1938 calendar year, the lifetime record of the NBC networks will show a gross income of $324,616,252, while the net operating profit is expected to rise $3,451,971 for 1938 to bring the 12-year profit figure to $22,337,503.

[Comparable CBS figures, submitted during that network's phase of the hearings, will be found in article beginning on page 12 and tables on page 70-71.]

These figures were made available for the first time Jan. 4 during the FCC network inquiry. Mark Woods, vice-president and treasurer, produced statistical data, including a consolidated statement of income, expenses and network operating profit from its formation in 1926 through 1937. Because NBC is a wholly-owned subsidiary of RCA, revenue data of this character never before have been broken down, but have been included in RCA's balance sheets.

One Year in the Red

NBC wound up presentation of its case in chief Jan. 5 with its president, Lenox R. Lohr, testifying as to policies and administration. He had been preceded by Mr. Woods. David Sarnoff, RCA president and NBC board chairman, who launched the network inquiry Nov. 14 when he delivered a prepared statement in which he advocated industry self-regulation on programming, is yet to appear for cross-examination—probably after CBS completes its presentation, which began Jan. 10.

NBC was in the "red" only during the first year of its operation, from November, 1926, to December, 1927, according to Mr. Woods' compilations. Its net profit in 1928 was $427,239; jumped to some $714,000 the following year; fell short of $2,000,000 in 1930; reached $2,325,229 in 1931; dropped to slightly over $1,000,000 in 1932; plunged to only $508,000 in 1933; skyrocketed to more than $2,065,000 in 1934; exceeded $3,090,000 in 1935; increased to $3,563,000 in 1936, and reached $3,699,386.41 in 1937. The 1938 estimates were obtained later by BROADCASTING.

Precise figures for the 11-year period showed a total gross income of $282,404,984, of which $211,125,670 represented net time sales after discounts, with the net operating profit $18,885,532. Of the aggregate operating profit, $11,400,000 had been paid in dividends to RCA during the years 1935, 1936 and 1937.

Alcoholics Barred

Maj. Lohr, in his discussion of network program policies, revealed that effective at once, NBC will not accept any alcoholic beverage advertising, whether beer, wine or hard liquors. NBC now is reducing to writing definite standards governing program acceptance, dealing among others, with children's programs, which have been under revision during the last six months. The plan is to call in a group of important advertising agency representatives and discuss the proposed rules with them, after which written codes will be promulgated.

Testifying on a question-answer basis, with the queries propounded by Phillip J. Hennessey Jr., NBC's inquiry counsel, Maj. Lohr explained that shortly after he joined NBC three years ago, he embarked upon the policy of adding affiliates, the number having increased from some 85 to a 1939 total of 166 under his direction. The reason, he said, was that after "analyzing out" the situation, he found there were many areas without adequate service, particularly during daytime. Moreover, he said, it costs the network no more to feed additional stations as far as talent and production are concerned, and expansion of the networks permitted greater public service.

Joint operation of the Red and Blue networks by NBC came in for another siege on examination of both Messrs. Lohr and Woods in questions from the bench and by FCC General Counsel William J. Dempsey. Maj. Lohr said he felt the two networks were not only competitive but complementary, and that the operation of additional networks does not mean division of the audience, but actually its multiplication, since listener surveys reveal that the ten top programs get only about 20% of the audience.

After a series of counsel-table huddles with DeQuincy V. Sutton, FCC head accountant assisting him on financial aspects of the inquiry, Mr. Dempsey asked Mr. Woods why NBC did not break down its Red and Blue network operations figures, particularly in the light of the competitive operating claim. Explaining this was quite difficult because it is practically impossible to segregate rental overhead, personnel and other expense factors common to NBC as a whole, Mr. Woods nevertheless contended there was actual competition in sales, and that the networks could be developed along parallel lines.

A Risky Business

While this may not be competition in the ordinary sense, Mr. Woods said it is in an economic way. Today network salesmen are "plugging the Blue for all it's worth, because there is more time to sell on it", he said.

The trend of questioning with respect to NBC's dual network operation tended to confirm the earlier view that the FCC proposes to make it a major issue in its inquiry. Practically every policy witness who has appeared for NBC has been interrogated along that line.

Maj. Lohr declared he also was responsible for the institution of the five-year NBC contract, shortly after his assumption of the NBC presidency. Broadcasting, he said, is different from any other business, principally because it is in the nature of a personal service, like that performed by a lawyer or doctor, as distinguished from a manufacturing or industrial operation. NBC, for example, does not own its headquarters building or the wire lines it uses. It also is a "hazardous business" in that stations operate only on a six-month license, and NBC's business is transacted with only about 25 major customers. Should two or three accounts drop, he said, the entire structure would be placed in jeopardy.

Because of these factors, Maj. Lohr said NBC must resort to long-term planning and building of audience loyalty. If it were possible for one or two stations in im-

LENOX R. LOHR

Lohr Celebrates

WHEN Lenox R. Lohr took the stand before the FCC Network Committee in Washington Jan. 4, it was the third anniversary of his service as president of NBC. Asked by Acting Chairman Thad H. Brown whether he had been sworn as a witness, Maj. Lohr observed that he had taken the oath on the first day — Nov. 14. Col. Brown then noted: "But that was last year." NBC's well-exploited "8-Ball" [BROADCASTING, Dec. 1] adorned Maj. Lohr's lapel.

Income, Expenses and Net Operating Profit, 1926-1937, Inclusive

1933		1932		1931		1930		1929		1928		Nov. 1926 to Dec. 1927	
Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total
$18,005,368.90	74.21	$20,915,979.04	71.93	$20,455,210.33	69.01	$15,701,330.50	70.85	$11,353,119.54	73.00	$7,256,178.86	72.82	$3,384,519.20	65.27
987,586.94	4.07	980,817.89	3.37	903,614.87	3.05	698,001.12	3.15	726,335.00	4.67	770,701.69	7.73	500,506.75	9.65
4,620,167.88	19.04	6,465,144.75	22.23	7,294,005.27	24.61	4,788,098.75	21.61	2,669,255.83	17.16	1,501,435.55	15.07	976,153.85	18.82
650,029.85	2.68	718,697.37	2.47	987,455.76	3.33	974,240.70	4.39	803,808.41	5.17	436,126.95	4.38	324,638.22	6.26
$24,263,153.55	100.00	$29,080,639.05	100.00	$29,640,286.23	100.00	$22,161,671.07	100.00	$15,552,518.78	100.00	$9,964,443.05	100.00	$5,185,818.02	100.00
$3,383,994.88	13.95	$3,911,345.75	13.45	$3,962,047.31	13.37	$3,038,112.17	13.71	$2,372,739.83	15.26	$1,486,145.96	14.91	$577,522.43	11.14
2,648,208.53	10.91	3,002,868.66	10.33	2,996,905.65	10.11	2,272,200.66	10.25	1,583,016.40	10.18	971,072.92	9.74	425,037.55	8.20
4,383,483.51	18.07	6,117,403.12	21.02	6,798,062.22	22.93	4,372,952.93	19.73	2,415,978.80	15.53	1,383,897.13	13.89	933,970.95	18.01
2,714,601.89	11.19	3,532,257.72	12.15	3,249,224.17	10.96	2,306,033.10	10.41	1,823,987.90	11.73	1,055,849.38	10.60	658,826.71	12.70
3,263,715.93	13.45	3,644,597.32	12.53	3,710,122.73	12.52	2,953,657.52	13.33	2,047,182.59	13.16	1,289,966.64	12.95	806,256.54	15.55
538,541.92	2.22	577,924.61	1.99	498,208.88	1.68	379,838.58	1.71	290,654.74	1.87	232,205.70	2.33	131,540.22	2.54
2,659,812.05	10.96	3,229,851.02	11.11	2,799,916.71	9.45	2,546,135.69	11.49	2,183,432.38	14.04	1,911,547.07	19.18	1,450,463.53	27.97
972,284.10	4.01	851,458.27	2.93	253,333.30	.85	.....	.....	.....	.....	.....	.....	.....	.....
128,508.65	.53	148,162.65	.51	405,234.39	1.37	289,079.74	1.30	110,285.30	.71	4,861.17	.05	10,613.45	.20
700,232.75	2.89	765,578.42	2.63	562,357.14	1.90	473,525.18	2.14	420,586.27	2.70	394,153.30	3.96	39,115.35	.75
314,194.09	1.29	243,299.83	.84	165,215.77	.56	129,114.48	.58	82,127.56	.53	84,036.08	.84	33,465.49	.65
2,047,623.81	8.44	2,005,778.01	6.90	1,914,428.38	6.46	1,494,650.40	6.75	1,508,677.68	9.70	723,468.64	7.26	583,390.90	11.24
$23,755,202.11	97.91	$28,030,525.38	96.39	$27,315,056.65	92.16	$20,255,300.45	91.40	$14,838,669.45	95.41	$9,537,203.99	95.71	$5,650,203.12	108.95
$507,951.44	2.09	$1,050,113.67	3.61	$2,325,229.58	7.84	$1,906,370.62	8.60	$713,849.33	4.59	$427,239.06	4.29	−$464,385.10	−8.95

portant markets to drop the network at will, the whole structure likewise would be placed in jeopardy. The network, he said, is the trustee for all stations affiliated with it and must assure them and their audiences continued high-quality program service.

Maj. Lohr said he felt that NBC's operation and ownership of its Artists Service was in the best interests of both the organization and the public. The special technique required for radio, differing from the stage and the movies, makes it desirable, he said, adding that he did not imagine existence of any conflict until he had "read the testimony" of earlier NBC witnesses.

Invariably it has been found that when a sustaining program goes commercial it immediately multiplies its audience several times, the NBC president said. Merchandising done by the advertiser and the agency, plus the fact that affiliates will maintain a commercial on regular schedule, whereas they might drop the sustaining feature from time to time, no matter how good, are the primary factors.

Advisory Council Policy

Maj. Lohr said he thought it possible to sponsor 75 to 80% of the programs and still render excellent service, if not the best available, yet have ample facilities to handle public service features, including education, religion and special events. He declared he saw little reason to change the existing program fundamentals outlined by NBC's Advisory Council when the network was first formed, but that "this is a changing world, and radio certainly is a changing art".

[The Advisory Council met Jan. 9 and affirmed the existing policy. See article on page 18 in this issue.]

Regarding religious broadcasts, Mr. Lohr said his own idea is that the present policy of refusing to commercialize them is sound, but it will be reviewed by the Advisory Council. NBC's policy is to limit sale of time to those who sell goods or services. Otherwise, he declared, that group which has the most money or could raise most, would be in a position to put over its philosophies. This same policy applies to presentation of controversial issues in sponsored programs, though this has happened either as a secondary consideration or accidentally, he said. In such instances, the sponsor must hold himself ready to give any substantial opposition groups the opportunity to answer on an equal basis.

Attitude on Alcoholics

In announcing the new plan on all alcoholic beverage advertising, Maj. Lohr pointed out that to date only hard liquor has been forbidden. Now that embargo is being extended to cover light wines and beer, despite the fact that "quite a few" think that beer is desirable in influencing the public against indulgence in hard liquors. He said, however, that after mature thought, it was concluded that NBC will render best public service and satisfy most people by eliminating all such copy.

Maj. Lohr disclosed that NBC had turned down two distillery proposals—one to sponsor classical slumber music after 11 p. m., with only the sponsor's name as the commercial credit, and the second whereby the distiller proposed that a church group be permitted to select a temperance speaker on regular schedule, with only the distiller's name as credit.

Regarding commercial credits, Maj. Lohr said it is "not easy" to make decisions on admissibility of copy, involving good taste. Frequently, hairline decisions are necessary. As to length of commercials, he deprecated any iron-clad system which would put a "stop watch" on copy. Theme songs, dramatized commercials and other innovations would make it most difficult, and might cause numerous accounts now using short commercials to expand them to the maximum. NBC rules now specify that no commercials shall exceed 10% of the commercial time, and that three minutes is the maximum for a quarter-hour.

Children's Programs

Discussing revision of NBC's program rules, Mr. Lohr jerked from his pocket a "tear-sheet" dealing with children's programs, after Chairman McNinch had made an inquiry. This proposed new rule, reduced to writing, specifies that children's programs shall be carefully written, espouse law and order, adult authority and good living. The hero or heroine must be depicted as intelligent and morally clean, and fair play must be stressed. In adventure stories there can be no torture, horror, supernatural, profane or vulgar aspects. Kidnaping is out, along with any serial climax of "morbid suspense or hysteria". Likewise there can be no excessive gun-play and no deaths or physical torture.

Treasurer Reports

MARK WOODS

Introducing his fiscal exhibits, Mr. Woods explained that the paid-in capital stock of NBC amounts to $3,300,000, represented by 3,300 shares of no par value sold at $100 per share. Originally this stock was issued 50% to RCA, 30% to General Electric and 20% to Westinghouse, but RCA in 1930 took over the entire stock and NBC was acquired as a 100% subsidiary.

Payments to Affiliates

There was detailed cross-examination by Mr. Dempsey on the consolidated statement, particularly in connection with depreciation items and compensation to stations. The statement showed that since NBC began operation in 1926 through the end of 1937, it had paid affiliates $42,897,858 or 15.19% of gross income. In 1937, the figure was $7,166,363 of its gross of $41,583,339 or 17.24%. Mr. Woods stated, however, that this included the NBC owned and managed stations, and that the independent affiliates received as an average in the neighborhood of 30% of the gross take.

Music license fees, or payments to ASCAP, along with the other miscellaneous copyright licensing groups, amounted to about $3,000,000 for the 11-year period or something over 1% of the gross. In 1937, it totaled $550,110.27, or 1.32% and about the same for the preceding years back to 1933. Independent stations pay on the basis of 5% of their net receipts, plus arbitrary sustaining fees to ASCAP alone, under contracts which expire in 1940, though many newspaper stations pay on an entirely different basis.

SixYear Writeoffs

Asked about the depreciation and goodwill write-offs shown on the consolidated statement, Mr. Woods said these represent the difference between the actual physical property value of the seven stations purchased by NBC and their cost, along with depreciation on equipment, furniture and other physical properties. Whereas NBC originally sought to depreciate equipment at 33⅓% because of the swift obsolescence factor, this was reduced to 25% and then to 16⅔% or a six-year write-off on ordinary equipment. A new scale, introduced in 1938, includes:

Standard broadcast transmitters, depreciated over six years prior to 1938, now over 10 years; international broadcast transmitters six years then and now; experimental high-frequency transmitters, six years then and four years now; studio speech input equipment, six years then and 10 years now; field speech input, six years then and now; sound recording and reproductions, six years then and four years now; receivers, loud-speakers and amplifiers, six years then and now; equipment held under lease, six years then and 10 years now, or the length of the lease; office furniture and equipment, eight years then and 10 years now; automobiles, four years then and five years now; leasehold improvements, written off during life of lease.

As for the good-will item on sta-

tions purchased, which were seven in number, NBC paid $4,498,500 for them. It placed the good-will figure at $3,480,054.98, and the value of plant as $1,018,445.02. Two of the stations—WJZ, New York, and WRC, Washington—were turned over by RCA to NBC for the value of the WJZ land, or at $23,500.

Mr. Dempsey asked if it was not a fact that NBC has realized something like 500 to 600% on its capital investment, in view of the $19,000,000 net profit as against the $3,300,000 stock sale over the 11-year period, but Mr. Woods held this was not an equitable conclusion. There has been a very substantial investment in plant improvement out of profits, he said, emphasizing that network operation is largely a service business.

Asked by Judge Sykes whether the Internal Revenue Bureau had approved the depreciation schedules, Mr. Woods' said some of the items still are in negotiation, and therefore outstanding.

The Radio City Lease

The intricacies of NBC's Radio City lease were explained by Mr. Woods in describing an item of $2,730,463 paid to RCA for settlement of this lease. NBC originally contracted to lease 500,000 square feet, but when the depression came along late in 1929, it was necessary to renegotiate, which RCA undertook for the network. The space was cut to 386,000 square feet, saving NBC approximately $17,000,000, he declared. There also was a reduction in rent from $2.75 per square foot, to a flat $1 fee to Rockefeller Center Inc., for the first year, and a gradual increase each year, so that NBC now is paying the original rate of $2.75. Thus in exchange for the reduction of space and negotiations of the new lease, NBC issued RCA the note, which since has been paid.

NBC sells telephone service to the extent that it resells, with an overhead differential, special wire facilities to its advertisers, Mr. Woods explained under cross-examination.

RCA's use of NBC time came under scrutiny with Mr. Woods on the stand. He explained that the RCA *Magic Key* program on Sundays over the Blue is not billed at card rates, though affiliated stations are paid on the regular scale. Originally card rates were paid, but during the past three years or so, he said, RCA simply reimburses NBC for its "out-of-pocket" expenses, such as special line costs, compensation to affiliates, and similar overhead factors. Moreover, there is no agency commission involved, since Lord & Thomas no longer places this account.

On redirect examination, Mr. Woods brought out that sponsored programs of RCA Mfg. Co., advertising receiving sets or phonograph records are paid for at card rates, whether spot or network. The *Magic Key*, he elaborated, is regarded as an institutional feature for the various RCA services, such as manufacturing, broadcasting, communications and the like, and the cost is prorated. NBC as well as the other RCA subsidiaries derive a definite benefit from this service, he said.

Completing his direct testimony early in the Jan. 5 session, Maj. Lohr said NBC could make more money, although it had not and would not, by carrying certain programs which under present standards are completely acceptable but which are deemed inadvisable for sake of the future of broadcasting, by selling present sustaining periods to commercial sponsors at the expense of the network's public service, and by cutting down the expenses of producing high class sustaining features. He said he thought the most healthy situation would be "a nice balance" between profit, allowing for unforeseen developments, and expanding activities, "ploughing back" profits into better programs and improved equipment.

Radio on the Farm

Referring to an *REA News* exhibit, published by the Rural Electrification Administration, Maj. Lohr pointed out that a survey of REA subscribers indicated radios were owned by 86%, while the nearest appliance of similar price, vacuum cleaners, was owned by only 16% of the rural subscribers. Furthermore, he observed, radios were shown to be more or less evenly distributed over the country as a whole, unlike other appliances, which tended toward spotty distribution.

Direct examination by Mr. Hennessey concluded with testimony by Maj. Lohr on television developments, covered in a separate story on this page.

Cross-examined by Mr. Dempsey, and asked for a definition of "educational broadcast", Maj. Lohr cited *Information Please*, which he said was an educational program sponsored by a commercial advertiser, but which remains fully as valuable from an educational standpoint as it was as a sustaining feature. Pressed further to define, he reiterated the difficulty of drawing an all-inclusive definition and offered to wire New York immediately and obtain a copy of one recently made by Dr. James Rowland Angell, NBC educational counsellors, after three days intensive consideration. The two-paragraph definition, received within a few minutes after the request, said:

Defines Education

"Any program may be regarded as educational in purpose which attempts to increase knowledge, to stimulate thinking, to teach technique and method, to cultivate discernment, appreciation and taste, to enrich character by sensitizing emotions and by inspiring socialized ideals that may issue in constructive conduct.

"Education is essentially the process by which individuals come to adjust themselves intelligently to life. Society has institutionalized much of this process in the form of schools, yet every event in a man's life exercises some educational effect upon him and the relatively enduring moulds in which a given culture flourishes—its economic, social and political fabric—exert a constant and almost irresistible educational pressure. But we have extracted from all these meanings implicit in the term the notion of education as something which society or the individual consciously sets up to bring about the most valuable results in the life of each succeeding generation. It is at this point that radio comes into the picture."

The degree to which radio education can invade the classroom is limited, Maj. Lohr continued, because formal education is not generally adaptable to broadcasting and because the educator must be educated to the advantages of radio as an educational adjunct. Teachers generally dislike interruptions to their established curricula, he explained, and a process of adapting curricula to radio is necessary. His classification of educational programs included those designed primarily for use in schools, like *NBC Music Appreciation Hour* conducted by Dr. Walter Damrosch; those appealing to a particular group, like the *Farm & Home Hour;* a general educational slant "sugar-coated with entertainment" and having high interest value, like spelling bees and discussions and forums on controversial subjects, and programs such as the religious type, which have indirect educational values.

Quality of programs may determine educational value, Maj. Lohr continued, asserting that a swing band, if it is "a superlative swing band", has an educational value since it represents the best in its field. He also cited the *University of Chicago Round Table* as an excellent educational program, not only because it was designed as such and presented well-qualified experts but also because it stressed the personality qualification in choosing participants. Alluding to "man-hours of education", he said he had computed a short time ago that if the program had two million listeners, each week it accounted for one million man-hours of education, "as much in one year from this one program as in sending thousands of persons through four years of college."

"The only purpose of educational programs is to give us a fuller, happier, contented life," he said, adding that affiliated stations" cooperate very loyally in carrying public service programs".

Freedom of Press and Air

Questioned further by Mr. Dempsey, the NBC official drew distinctions between freedom of the press, speech and air. Freedom of the press, he explained, embodies the right of an editor to print what will best suit his community, business, and himself; freedom of speech, the right to express any opinion on any occasion, with the protection of law, and freedom of the air, the right to "equal opportunity" for both sides in matters of interest. Carrying this further, he said NBC's policy is not to express any editorial opinions in any matters, that it does not censor a speaker's opinions, but in questionable cases asks for a waiver from liability for libel before the speaker takes the air. He added that he thought if radio had existed at the time of the Constitutional Convention, it would have been provided for in the Bill of Rights along with press and speech.

Mr. Dempsey followed with an observation that if this is the policy of radio operators, the speaker in effect does not say what he wants, but rather what the station thinks he should say. Maj. Lohr said this held true only so far as the speaker's statements might not be in good taste, and added that to his knowledge only one speaker

(*Continued on page 59*)

Economic Obstacles to Visual Advance Cited by Lohr; Relay Methods Studied

SPEAKING of the possibility of developing a nation-wide television network, Lenox R. Lohr, president of NBC, estimated that construction of a coaxial cable stretching from coast to coast to connect outlets with program-originating points alone would cost $100,000,000 at present rates. However, laboratory developments have indicated that cascaded radio relay stations may be a more feasible and economic solution to television network operations, Maj. Lohr added.

Testifying at the FCC chain-monopoly inquiry Jan. 5, as NBC was ending its presentation, the NBC president emphasized the high cost of developing and producing visual broadcasts. A nominal increase in video activities by NBC will necessitate an outlay of several million dollars for additional technical equipment, along with greatly increased production cost, he declared.

Television development breaks down into three definite categories, technical, programs, and economics, Maj. Lohr stated. He told of sitting in his home in Tarrytown, N. Y., about 27 miles from the NBC television studios in the Empire State Bldg., and during the last two years receiving programs of visual quality comparable to home movies. Technical development of television is comparable to that of the 1912 or 1914 automobile, he commented, and is far enough advanced to give to the public.

Visual programs may be produced from motion picture film, live studio presentations and outside pickups, he explained. Although film is "an ideal means" of reproduction for television, it is still too expensive—$3,000 per minute—and feature films produced by movie concerns are unavailable for broadcast because a television showing would kill box office on the regular theatre showings. Live studio programs, also expensive, entail larger studios, sets and props, scene changes, long rehearsals and memorized rather than read-from-script continuity, along with other factors not necessary for sound broadcasts. He estimated that a staff of 40 fulltime employes would be necessary to produce as little as three hours of visual broadcasting weekly. Roughly, the ratio expressed by BBC—$1,000,000 a year to produce and transmit one hour of programs per day—would hold true for program production cost here, Maj. Lohr said.

"You must start full blown" with television, contrary to the humble start of many radio operators, he continued. Stating that there is "no solution at present" for the economic problem, Maj. Lohr said that a contemplated schedule of two hours per week of television programs would cost NBC about $500,000 a year, and if the schedule were expanded beyond three hours weekly, it would involve expenses of around $3,500,000 for additional technical facilities, in addition to rapidly increasing production costs.

A Moment, Madam—Please!

Yes, we know, Miss Plimsoll. Of course you must make the 4:18. But there's a train every fifteen minutes. News like this breaks rarely. Sit down, won't you? May we hold your parasol? Porter! The bags here. That's the good fellow.

We remember it began on a Tuesday at nine. It was the morning of December 20, 1938 to be quite precise. The day was clear; the air fine. Being winter, there were no larks.

We have a curiously vivid recollection of seven investigators employed by a firm known as Hooper-Holmes.

What's that, Miss Plimsoll? Espionage? Dear lady, no! A survey merely—new style. But, to continue . . . We called Hooper-Holmes. We told them: "Go look into cars—don't touch—parked cars, in paid-space, parking lots, garages, in Manhattan, Brooklyn, Queens, Bronx-Westchester, Newark. Find," we said, "to what stations the dials are set." Out went Hooper-Holmes. In time came this report—

SURVEY MADE—Tues., Dec. 20th, 1938
CARS LOOKED INTO—5850
TOTAL CARS RADIO-EQUIPPED 40%

New York's Four 50kw Stations	*% of Auto-Radio Dials Set at Call-Letters*
WOR	**23%**
STATION B	**17%**
STATION C	**13%**
STATION D	**10%**

In other words, more people were listening to WOR than to any other Metropolitan-New York station. In fact, 35% more auto-radio dials were found set at WOR than the next most popular station; 130% more dials were set at WOR than at Station D.

"Then WOR must be putting out the kind of programs most people want?"

Precisely, Miss Plimsoll. You DO catch on! Not only that, dear lady, but if we popped up on this many auto-radio dials, imagine how often we must be popping up on the dials in the more than 4,250,000 radio homes we smother with sound!

Whatever the reason—we can't see how it could be any but the one you mentioned—there's still room on WOR. Big load, little load, WOR delivers in high. If, Miss Plimsoll, you should drop into the parlor-car and meet an advertiser, or an agent or a space-and-time-buyer, we hope you'll recite the facts regarding this little survey. You might also tell him that more than 73% of WOR's sponsors are among America's greatest national advertisers. And that WOR is carrying more national spot placements than any station anywhere.

WOR

Attitude of Women Shown by Survey

Too Much Advertising on Air, Majority Tell Magazine

TOO MUCH of radio's time is given over to advertising, but within reasonable limits advertising on the air is not objectionable; some radio programs for children are too exciting; it's the responsibility of the station, not the parent, to protect children against such broadcasts.

That's what the women of America think about radio, says the Febrary issue of *Ladies' Home Journal* in an article titled "What Do the Women of America Think About Entertainment?", which discusses movies as well as radio. Feature is one of a list of surveys purporting to give a cross-section of the opinions of the 37,000,000 women in the United States.

Twisted Questions

Women were not given an opportunity to express their general opinion of radio entertainment and the five questions were all so phrased as to make the natural answer adverse to radio. Even so, the American system of broadcasting supported by advertising was approved by a two-to-one vote. Answers to questions are summarized herewith:

Sixty per cent of *Journal* readers said they believe too much time is given to advertising on radio programs, 40% said no; "all others" answered in exactly the same ratio.

Fifty-six per cent of readers answered affirmatively the question "Does it annoy or irritate you?" and 44% said no; the ratio among "all others" was 50-50.

Thirty-three per cent of readers said they would prefer no advertising at all, 67% answered the other way; for "all others" the proportion was the same.

Sixty-eight per cent answered yes to the question "Do you think some radio programs are too exciting?" 32% answered no; for "all others" the ratio was 62-38. These four questions were asked only of radio owners.

"Should it be the radio station's responsibility to keep programs undesirable for children off the air, or should parents keep their children from listening to such programs?" This fifth question covers "all respondents" regardless of radio ownership. Sixty-two per cent of *Journal* readers answered "stations" responsibility, 38% "parents" responsibility; among "all others" the ratio was 55-45.

Union Pacific Discs

UNION PACIFIC RAILROAD Co., Omaha (transportation) on Jan. 4 started for 26 weeks, using a thrice-weekly transcribed series, *Surprise Your Husband*, on 15 stations nationally. Each program carries an original thumbnail playlet and features recipes of Union Pacific dining car chefs. Stations are KNX KFRC KMOX WMAQ WCCO KMBC WHO KSL KOIN KLZ KIRO WOW KHQ KIDO KGIR. Writing and production of the series is under supervision of Lee Meehan, radio executive of Caples Co., Los Angeles, agency servicing account.

AGAIN A CHAMP
Charlie McCarthy Wins Poll Of Radio Editors

CHARLIE McCARTHY, Edgar Bergen's noted "partner", again in 1938 has been chosen the "radio champion of champions" by a majority of the 600 radio editors and columnists who were asked to nominate their favorite radio performers in the third annual popularity poll conducted by *Motion Picture Daily*. Jack Benny ranked second, while Bing Crosby and Fred Allen ran fourth and fifth. Most spectacular of the five top names was that of Orson Welles, director of the Mercury Theatre, who was ranked in the third place although he was unmentioned in 1937. This rise in popularity probably comes largely from the Martian "war scare" broadcast last November.

Comparatively little change took place in the various classifications since last year. H. V. Kaltenborn, CBS commentator, because of his outstanding work during the German-Czech crisis, was ranked as radio's foremost newscaster and editorialist, while almost 95% of the voters awarded CBS the year's best special events coverage for its presentation of the same crisis. Also outstanding was the choice of the *Ford Sunday Evening Hour* as the best classical musical series, with the NBC Symphony Orchestra conducted by Toscanini chosen as the best liked classical musical unit, and a special citation to Canada Dry's *Information Please* program on NBC.

Walker Named Manager Of R C A Record Staff

FRANK WALKER, head of RCA Victor's broadcast transcription activities, has been named manager of the Victor and Bluebird record department, succeeding Edward Wallerstein, who resigned to become president of American Record Corp. following its acquisition by CBS [BROADCASTING, Jan. 1]. Mr. Walker first associated with the recording business in 1919. In 1924, he was made general manager and director of Columbia Phonograph Co. In 1933 he joined RCA Victor to organize the company's electrical transcription business, which has grown into a substantial part of its business in the recording field.

Mr. Walker

Assisting him are W. T. Walker, manager of record manufacturing; Max Batsel, in charge of recording research activities; Fred Wilson, director of field sales; Vance Woodcox, vice-president in charge of package goods sales; Eli Oberstein, popular recordings; Charles O'Connell, director of Red Seal recordings; Tom Joyce, advertising and sales promotion manager and Julius Haber, publicity director.

CONTROL of WCHV, Charlottesville, Va., local outlet on 1420 kc., will pass to Mrs. Nancy Curtler, wife of Hugh M. Curtler, manager of the station, if the FCC approves an application disclosed Jan. 3. At present Mrs. Curtler owns 44% of the stock and W. B. Brown, of Hattiesburg, Miss., 40%.

ARTHUR J. KEMP (right) of Radio Sales Inc., CBS spot sales subsidiary, and recently transferred to San Francisco from New York, has been made sales manager of the CBS Pacific network. His appointment was announced by Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood. Kemp came to San Francisco last August as special representative of Radio Sales on the Pacific Coast and will continue to make that city his headquarters. He was formerly sales promotion manager of KNX, Hollywood, until that station was sold in 1936 to CBS, after which he was sent to New York as eastern representative of the Columbia Pacific network. Harry W. Witt, headquartered in Hollywood, continues as CBS southern California sales manager.

Willis' New Post

FREDERIC A. WILLIS, CBS assistant to the president, has been given the additional position of director of shortwave operations in the network program department, a newly-created post that gives him authority over all international programs sent to Europe or Latin American by the network's shortwave transmitters. Appointment places Willis on a par with Frank Mason at NBC and is expected to produce a reorganization of CBS international broadcasts similar to that which has taken place at NBC during the past year.

KMPC-CBS Accord

THROUGH a friendly agreement between CBS and KMPC, Beverly Hills, Cal., that station on Jan 9 started broadcasting 11 hours weekly of network sustaining programs. Leo B. Tyson, general manager of the station, stated that there was no significance to the agreement. He pointed out that because of a heavy commercial schedule on KNX, Hollywood, CBS was forced to eliminate many important sustaining network features from the Los Angeles area. Rather than deprive listeners of these programs, arrangements were made for their release over KMPC. Station is owned by G. A. Richards who also heads WGAR, Cleveland, and WJR, Detroit, both CBS affiliates.

Lewistown Loses CP

AUTHORZIED for construction in 1936, KDNC, Lewistown, Mont., has lost its FCC construction permit and will not be built. Repeated extensions of time to build were asked by the publishers of the *Lewistown Democrat-News*, holders of the CP, and once a default was ordered but reinstated last May. The station was to have operated with 100 watts night and 250 day on 1200 kc.

Wallerstein Foresees Benefits in Recording And Radio Cooperation

EDWARD WALLERSTEIN, recently elected president of the newest CBC affiliate, American Record Corp. [BROADCASTING, Jan. 1], has been in the recording field since 1920, for the past 5½ years as manager of the record and recording division of RCA Victor. His recording career began, curiously enough, with the Brunswick-Balke-Collender Co., from which developed the Brunswick Record Co. which is now a subsidiary of American Record. Beginning as salesman in the Baltimore branch, after three years he was made manager of the New York branch and in 1929, eastern sales manager. In 1931, when it was purchased by American Record, Wallerstein was made general sales manager of Brunswick. Two years later he joined RCA Victor.

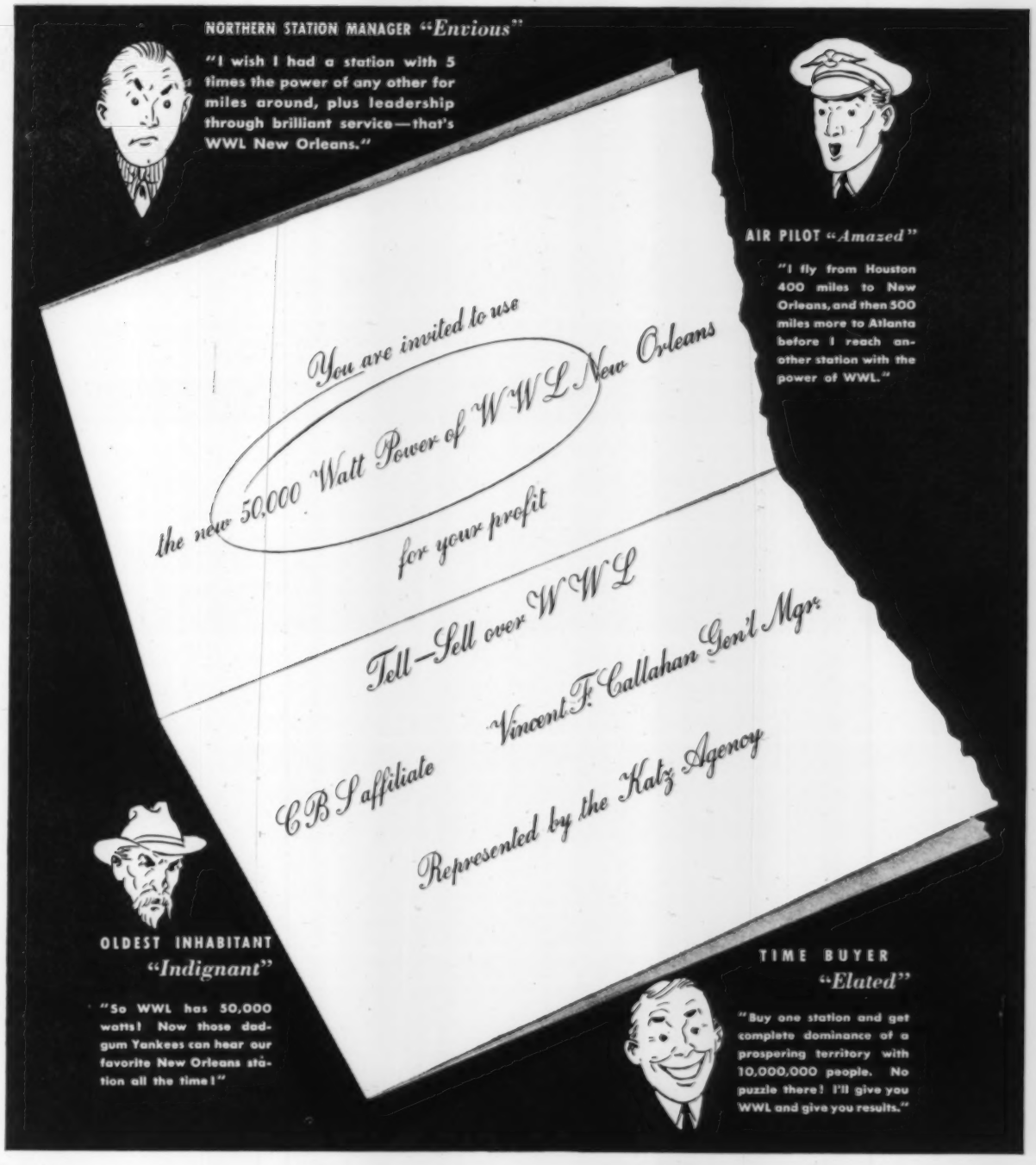
In contradiction to the frequently expressed opinion that radio has killed the sale of phonograph records, Mr. Wallerstein believes that the collaboration of radio and the recording industry will make the phonograph record "a major factor in the field of home entertainment." Stating that "the falling-off of interest in phonograph music is attributed more than is justified to radio," he continues that "the record business flourished through the beginnings of radio, progressing to the revolutionary period that produced the orthophonic principle and electrical recording. The real drop dates, in common with everything else, from the depression."

Improved instruments and records, plus the general revival of interest in music, due largely to radio, have caused a re-growth of the recording industry in the last five years, Wallerstein adds.

This same sentiment is voiced by George K. Throckmorton, president of RCA Mfg. Co., who in his year-end statement hails "the acceleration of public interest in recorded music of all types" as one of the most significant developments of 1938. "For the sixth successive year," he states, "there has been a marked increase in the popularity of recorded music over the year before. While public demand for recorded music has been increasing steadily, distribution has lagged behind. This is one of the big jobs ahead for 1939—to make it easier for the public to get the recorded music it craves, whether of the 'popular' or 'classical' types, in every section of the country."

Duart Regional

DUART MFG. Co., San Francisco (Creme of Milk cosmetics) returns to network broadcasting with a new program scheduled to start Jan. 15 on the CBS Pacific network. The program, titled *Human Interest*, will be released Sunday, 2:30-3 p. m. (PST) over KNX, KSFO, KARM, KIRO, KVI, KOIN, KFPY. It will originate in San Francisco. Listeners will be invited to write in, seeking solutions to their personal problems. These will then be presented, anonymously, by one of the two "monitors" and they will be discussed informally by a group of young people. The contract, for 26 weeks, was placed through the San Francisco office of Erwin, Wasey & Co.


NORTHERN STATION MANAGER "Envious"
"I wish I had a station with 5 times the power of any other for miles around, plus leadership through brilliant service—that's WWL New Orleans."
AIR PILOT "Amazed"
"I fly from Houston 400 miles to New Orleans, and then 500 miles more to Atlanta before I reach another station with the power of WWL."
You are invited to use
the new 50,000 Watt Power of WWL New Orleans
for your profit
Tell—Sell over WWL
CBS affiliate
Vincent F. Callahan Gen'l Mgr.
Represented by the Katz Agency
OLDEST INHABITANT
"Indignant"
"So WWL has 50,000 watts! Now those dadgum Yankees can hear our favorite New Orleans station all the time!"
TIME BUYER
"Elated"
"Buy one station and get complete dominance of a prospering territory with 10,000,000 people. No puzzle there! I'll give you WWL and give you results."

WWL
NEW ORLEANS

Purely PROGRAMS

THE CONFLICT of the common man to attain and maintain democratic privileges is dramatized in *Road to Freedom*, sponsored on WMAL, Washington, by the *Washington Star*. The program is one of the most elaborate in Capital radio history, with Charles Dillon, Red Cross radio writer, handling script and production under supervision of Bill Coyle, *Star* radio director, and with the Washington Civic Theatre providing talent. Details are checked for historic accuracy by Dr. James Lowell of Georgetown U. The Saturday night half-hour is especially suitable for newspaper sponsorship. Among episodes have been the fight of Editor Elijah Lovejoy for freedom of the press and the persecution of Chirstians by Roman emperors.

* * *

News of a Week

USING six different voices, along with music and sound effects, WHP, Harrisburg, Pa., has started *News in Review*, a novel Sunday newscast that runs the gamut from international to local and women's to sports news. Tickers, radio signals, roar of presses and musical excerpts are used in the program. Transradio is the chief news source, with local material written by the announcers themselves. The program was created and directed by Dick Redmond.

* * *

To the Chief

DIRECT from the studios of the Department of Interior in Washington, Secretary Harold L. Ickes for the first time in history dictated to a radio audience his department's annual report to Congress, during a special program, *Dear Mr. President*, originated for MBS by WOL, Washington, Jan. 8. In addition to Secretary Ickes, other officials of the Department spoke on the program. A number of the individual department reports were dramatized.

* * *

Guess Who's News!

STAGE and screen gossip feature, *Sound Track*, conducted by David Lowe, has been rescheduled thrice-weekly on WNEW, New York. Short biographies of motion picture stars are given, in addition to news and views of Hollywood and Broadway, and listeners guess identities of persons described. Theatre tickets go to first 40 correct answerers.

* * *

Sports Forum

NEW slant on a sports program is *Following the Ball*, a full hour afternoon show on WAAF, Chicago, featuring two commentators in arguments about outstanding sportsmen and sports events. Harry Creighton and King Lear, sportscaster of WAAF, take sides and argue their ways through all local and national sports controversies.

* * *

Chicago's Meeting

WENR, NBC-Blue outlet in Chicago, on Jan. 31 starts *WENR's Town Meeting*, a full hour Tuesday evening show designed for discussions of local interest. Patterned after NBC's *America's Town Meeting of the Air*, the new show will feature Dean Samuel Stevens of Northwestern U. as moderator.

Refugee Program

AMALGAMATED Clothing Workers of America, an organization of 250,000 trade unionists of which Sidney Hillman is president, on Jan. 20 will sponsor a weekly program entitled *Artists in Exile* on WEVD, New York, with Dr. Sigmund Spaeth, music authority, as m.c., and Prof. Joseph Turnau, former director of the State Opera House in Vienna, as musical director. Outstanding refugee artists in America will be brought to the programs by The American Committee for Christian German Refugees, the German Jewish Club and the Greater New York Coordinating Committee for German Refugees. Other leading writers and educators will present talks centering around the subject of *Democracy* under the chairmanship of Hendrik Willem van Loon.

* * *

Air And Hounds

RADIO communication between an airplane flying overhead and cars on the ground below was used to direct 1,000 nimrods during a big rabbit hunt in Stanton County, Neb., recently, with shortwave signals from the plane picked up and rebroadcast by WJAG, Norfolk, Neb. The hunt covered 30 square miles, and observations from the plane were passed on by WJAG to receivers in automobiles accompanying the hunters as they closed in their huge circle.

* * *

Saving Our Resources

UNITED STATES' battle to regain its treasure of natural resources is the theme of *What Price America*, new weekly dramatic series to be carried on CBS, 5-5:30 p. m. (EST), beginning Jan. 28, in collaboration with the Department of Interior. Dramatizations, prepared by Interior Department experts, will be produced by CBS technicians, directors and actors.

* * *

Bill Stern's Sports

PATTERNED on a newspaper sports section, *Bill Stern's Sport Scraps*, scheduled to begin weekly on NBC-Red Jan. 19, will present latest sport news and human interest stories of athletes.

CIRCUS impressions of an 8-year-old boy, including an elephant-back ride with Frank Buck, were carried by WAGA, Atlanta, on a special circus feature when the Sells Floto-L. G. Barnes show came to town, with Buddy Swicegood, son of WAGA Manager Jess M. Swicegood, at the microphone.

Dog House Lament

DESIGNED to alleviate, mitigate, ameliorate and otherwise relieve the sufferings of all good men who, because of misunderstandings with wives or sweethearts, are in the "dog house", WLW, Cincinnati, has started *Big Ben Dog House* for Brown & Williamson Tobacco Co. The thrice-weekly half-hour features "Uncle Ben" and his observations on a man's little troubles, Phil Davis' 17-piece band, the "Big Ben" male quartet, and "Sweet Adeline", feminine singer. Musical theme is "The Prisoner's Song", and prizes are given for best "how I got in the dog house" stories.

* * *

Drama At Floor Show

INNOVATION in floor show entertainment was *Drums of Hate* aired on WBBM, Chicago, Jan. 10 from the Marine Dining room of the Edgewater Beach Hotel, that city. Charles P. Hughes, writer of the *Campana First Nighter*, produced the dramatic show, and special sound effects were given by Lee Random of WBBM. Purpose of the show was to experiment with a late evening dramatic serial for night club and radio presentation.

* * *

Quiz on Government

CIVIC FORUM quiz has started on WLS, Chicago, in a quarter-hour Wednesday evening series under auspices of the Chicago City Manager Committee. Studio audience asks questions dealing with government and an expert answers the queries. Listeners' questions are passed on by a nonpartisan advisory board representing all political and social attitudes.

* * *

Luck At Last

HUMAN interest angles of song writing and the theatrical world, featuring Josef Cherniavsky's orchestra and a large dramatic cast are presented on a new series of weekly programs on MBS. The program, *My Lucky Break*, also gives some unknown composer an opportunity to win $25 if the song he sends is played on the air.

* * *

Johnny Q's Perspective

ALFRED SEGAL, columnist of the *Cincinnati Post*, is conducting a series of four weekly programs called *Mr. Dodd Looks at the News* on the NBC-Red network. The program, which consists of first hand, up-to-the-minute interpretations of happenings of the day, is presented with the aim of showing the average man's slant at the news.

* * *

Boggs on Dogs

NEW series on dogs, with Peter Boggs, canine expert, answering pet-owners' queries, has started on a thrice-weekly basis on WEEI, Boston. Heard during the week on Tuesdays and Thursdays, the Sunday show is in dramatized form, with dogs in star roles.

* * *

Gleaned From Weeklies

IN COOPERATION with weekly newspapers of Western Montana, *Weekly Clippings* on KGVO, Missoula, Mont., presents local news and editorials gleaned from the papers in its territory.

Turntable in Cell

READY to transcribe an inquiring reporter broadcast involving local celebrities, during a recent visit to a small eastern Colorado community by the mobile unit of KLZ, Denver, Chief Engineer T. A. McClelland requested space to accommodate his portable equipment. Told to use an adjoining room, McClelland opened the door and found himself in the town calaboose — and that's where they made the record.

Roving Newsman

SENDING its own reporter into Los Banos, a neighboring town, KYOS, Merced, Cal., has had such good results from a news-commercial program aimed directly at the news-listeners and merchants of the community, that it is planning to start the same idea in other towns served only by a weekly newspaper. The reporter gathers local news, dispatches it to KYOS, and it is broadcast soon afterward on *Los Banos Daily News*, along with commercials from local merchants.

* * *

Pronounced Value

THE *Court of Value* is the title of the latest commercial program innovation on station KWLK, Longview, Wash. The purpose of the program is to sell price for a cutrate drug concern in Longview and Kelso. With one announcer taking the part of the prosecuting attorney, and a member taking the part of a product, all the merits of the product are brought out in the interview. When the interview is over, Judge Value will pound his gavel and exclaim: "Case dismissed, I pronounce this product a value."

* * *

Real Tea Party

TITLED *Tea in Studio One* is a new feature launched on KSFO, San Francisco, in December. Dick Aurandt's KSFO Orchestra provides the background for a real tea party, with Elma Latta Hackett as hostess and mistress of ceremonies. Tro Harper is a special guest at the studio tea party, broadcast Friday afternoons from 4:30 to 4:45.

* * *

Wise Guise

OLD GAME in new guise is *Knowledge Pays*, on KIRO, Seattle. Participation in the question-answer feature is open to all listeners, with cash prizes to winners. Phone call scheme produces not only evidence of program's merit, but also mailing list for sponsor, Schwabacher Bros. & Co., wholesale grocers.

* * *

Tulsa Duel

ON ITS sponsored *Consumer's Spelling Bee* recently KTUL, Tulsa, presented spelling teams composed of staff members of KVOO and KOME, Tulsa, from the KTUL studio.

* * *

Inside Glimpses

BEHIND-the-scenes description of a different place each week, from a hotel kitchen to the municipal filtration plant, is provided on the weekly quarter-hour interview program, *Tell Tale Mike*, conducted by Carl Mark on WHK, Cleveland.

Lone Star Salute

SALUTING their new 653-foot vertical radiator, WFAA-WBAP, Dallas-Fort Worth, presented a program, *The Tower of Texas*, Jan. 7. The feature also was carried by WOAI, San Antonio, and KPRC, Houston, members of TQN with WFAA-WBAP. Harold V. Hough and Martin B. Campbell, general managers of WBAP and WFAA, respectively, spoke, along with R. C. Stinson and Ray Collins, technical supervisors. Highlight of the broadcast was the finale, with *The Eyes of Texas* played by orchestras in Fort Worth and Dallas synchronized from both stations.

* * *

What Can You Do?

PHILADELPHIA DAIRY Products Co., Philadelphia (ice cream), has signed a 52-week renewal with J. Roy McLennan to produce the *What Can You Do?* program on WSAL, Salisbury, Md. McLennan, former manager of WSAL, originated the feature when the station opened in November, 1937, and went under the ice cream company's sponsorship Jan. 16, 1938. The account is handled by Scheck Adv. Agency, Newark.

* * *

Night in New York

NEW kind of musical variety program is now being presented weekly on WHN, New York, through the cooperation of the editors of *Cue* magazine. Entitled *Gotham Nights*, the show features stars from the legitimate theatre, from New York's many night spots, from society and from the screen, with Don Albert's orchestra and Ed East as commentator.

* * *

Among the Lawmakers

NEWS of the Texas Legislature at Austin is reviewed weekly on *State Capital News*, started by WFAA, Dallas, Jan. 3. Reports for the new feature are prepared by William M. Thornton, staff correspondent, and Alonzo Wasson, editorial analyst of the Austin bureau of the *Dallas News*, and are read by James Alderman, of the WFAA news staff.

* * *

Campus Conceptions

COLLEGE students' reactions to contemporary happenings are investigated on *The Student Takes the Mike*, carried by CBS Jan. 14 and 21. Informal discussions between students of Northwestern, Chicago, Illinois and DePaul Universities are introduced by Parker Wheatley, of the University Broadcasting Council.

* * *

Class in Singing

SINGING lessons, with listeners coming to the studio for personal instruction as part of the program and free transcripts of the programs for interested parties, are provided by WCOP, Boston, on *Singing School of the Air*, conducted by Charles Jacobs, baritone, with piano accompaniment by Ivar Sjostrom.

* * *

Laurels of 1938

REVIEWING its accomplishments during the year, WAML, Laurel, Miss., carried a 30-minute sustainer late on Dec. 31. Manager R. V. DeGruy reviewed the closing year, while Station President D. A. Matison forecast the coming year. Staff members were introduced and interviewed briefly.

Cash From Home

JACK ELIASSEN, of the sales staff of KDON, Monterey, Cal., has turned the new home he is building into a radio studio, with remote broadcasts from the residence site. Sponsors are building supply firms and contractors handling construction.

Man Tells Women

WLS, Chicago, claims to have the only male household hinter on the air. Henry Hornsbuckle (Merle Housh) conducts *Henry's Exchange* in a daily afternoon series. Housewives seem to like Henry, whose mail count in three weeks was 13,562 letters. One listener sent in 256 hints gathered by three generations of her family's housewives.

* * *

How About It?

CYNTHIA DREW, formerly in the research department of Lord & Thomas and Young & Rubicam, New York, has incorporated her findings in a five-weekly quarter-hour program, *How About It?*, on KEHE, Los Angeles. She writes and produces the series.

* * *

Ideas of All Sorts

IDEA EXCHANGE with listeners invited to send in their ideas on everything from the proper way to change the baby to the settlement of war debts is *Everybody's Ideas*, now passing its eight successful month on KGIR, Butte, Mont., and the Z Bar Net.

* * *

Radio Primer

FROM *ABC of Radio*, recently published NAB radio primer, WTMJ, Milwaukee, has built a series of weekly quarter-hour programs dramatizing radio and its phenomena to teach listeners how it all works.

* * *

All About Jobs

REASONS why people took up their various professions, along with hints to others who might be looking for such jobs, are voiced by the jobholders interviewed by Clint Blakely on *The Other Fellow's Job*, on WAPI, Birmingham.

* * *

The Theatre Pays

WITH THE theatre paying for time and line charges, *Auditions of the Air* is carried weekly direct from the stage of a local theatre on KOME, Tulsa. Amateurs get a chance to be heard on the air and by a visible theatre audience at the same time.

* * *

Ways of the Air

NEWS appealing to aviation enthusiasts and model builders, including interviews with distinguished aviators, is presented by Bruno Marchi, model plane authority, in a weekly quarter-hour, *Airways*, on WCOP, Boston.

* * *

Edmonton Melange

CLEARING house for ideas and opinions of listeners is *General Delivery* on CJCA, Edmonton, Alta. Beside holding open forum on subjects like child care and such, the program embodies a Radio Pen Pals Club.

More of the Farm

WEEKLY agricultural feature, *Everybody's Farm*, on WLW, Cincinnati, was extended from 30 minutes to a full hour Jan. 7. New feature of the expanded program is a question-answer contest among vocational ag students, 4-H Clubbers and other rural organizations, along with an outstanding farm speaker each week of special interest to farm women. In cooperation with neighboring state agricultural extension services, several full-hour remotes will be carried from state agricultural colleges.

* * *

Stuff From Students

SCHOOL news, gossip, sports dope and glee club performances, with local high schools participating, are presented on the new *High School Studio Party* series, started on WMAQ, Chicago, under auspices of the Chicago Radio Council.

Treed by Pals

CBS Hollywood pranksters recently made Al Span, sound effects engineer, butt of a practical joke. Listing Span's home phone number, an advertisement was inserted in the *Los Angeles Times* announcing he was buying old Christmas trees. When the suspicious classified ad taker asked the perpetrator what salvage value there was to a de-tinseled spruce tree he was informed it was indispensable to making of rustic furniture. Ad ran for three days in the *Times* before Span, weary from answering calls, discovered the gag and had it cancelled.

Dealers to Assist Radio Promotion

NAB and RMA Pushing Plan For Cooperative Action

RADIO is expected to play a more prominent part in the local advertising of receiving set dealers, under a plan evolved Jan. 6 at a meeting of representatives of the Radio Manufacturers Association with the NAB, as part of the cooperative promotional campaign recently approved.

RMA officials agreed to project various means of using radio locally in their prospectuses to dealers for local promotion. Along with mats, copy ideas and other data distributed by them to dealers for local newspaper merchandising, they will include suggestions for spot announcements, use of local studio presentations and adaptation of transcription features. Thus, use of radio will be given an equal break along with printed media, as far as the manufacturers' merchandising books are concerned.

Plans Under Way

Meanwhile, the two groups are progressing with general plans for a national cooperative campaign to promote radio. Several program building organizations and transcription companies have volunteered their services, along with networks and independent stations. The fourfold objective, broadly, is to increase the number of hours of listening; improve quality of listeners; sell the excellence, diversity and extent of program service, sell the American system of broadcasting and the contributions made by individual stations.

To launch the cooperative offort, Washington dealers soon will be invited to a conference, as the guests of the four Washington stations for a round-table discussion. The whole discussion will be recorded and transcriptions after revision and dramatization, will be sent to all NAB members, with the objective of holding similar dealer-broadcaster cooperative sessions. Dealers and distributors will be invited into the broadcasters' studios and advised how they can increase set sales, and at the same time generally develop industry-wide team work.

Attending the Jan. 6 meeting for the RMA were Sayre M. Ransdell, Philco executive; Frank Mullen, director of public relations of RCA, and Bond P. Geddes, executive vice president of RMA. Neville Miller, NAB president, and Ed Kirby, public relations director, represented the broadcasting industry.

White King Series

LOS ANGELES SOAP Co., Los Angeles (White King soap), thru Raymond R. Morgan Co., Hollywood, on Jan. 2 started for 13 weeks, using from three to five live spot announcements weekly on KNX KSFO KSL KGIR KFBB KOIN KOMO KHQ KTUL KFI KGW WFAA KGNC KMOX KRGV KPRC KVI KJBS KMBC KPSM KOIL KOMA KFSD KOA KPSA KARM KOY KGAR KSUN. Firm in addition on Dec. 22 renewed for 10 weeks *Early Morning News* on 13 California Don Lee network stations, Tuesday, Thursday, Saturday, 7:45-8 a. m.

Guestitorial

VERSATILE ANNOUNCERS

By ANDRE BARUCH

MORE and more the trend is to "humanize" announcers. This is a departure from the custom a few years ago, when the announcer was a staid, pompous individual who read his script with a supercilious air—as though he were king's messenger. Eventually we were allowed to get away from "stiff" announcing and be ourselves, for a change.

Of course, the tests for new announcers are just as stringent as ever. A thorough educational background is still important. So is absence of dialect. And it's essential to know how to wrap one's tongue around such musical names as Dvorak, Drakla, Prokofieff, Wieawaki, and Ryadier. The announcer must take in his stride French, German, Spanish, Latin and Italian words, so that he will never be feazed by such musical terms as "Cavalleria Rusticana", "Badinage", "Empfindsamkeit", "Habanera" and "Gaudemus".

The current turmoil abroad has made it necessary for announcers to study up the pronunciation of geographical terms that don't come up in ordinary conversation.

Howard Hughes' recent flight around the world gave the announcers such new tongue twisters as Omsk, Yakutsk, Krasnoyark, Novosibirsk and Kansk.

The battles in the Orient have brought into prominence such eerie sounding places as Kiukiang, Poyang, Suchow, Ichang, Wuhan, Wachang, Swatow, Chungking, Yangtze, Kweichih, Kuomintang, Tisyan, Hopeh and Lung-hai.

Knowledge of pronunciation is important to an announcer, but it is only a basic fundamental. It isn't how you pronounce a word, it's the way you say it that counts.

There was a time when members of the announcing staff had two tones of voice—the artificial manner they assumed on broadcasts and the tone they used in ordinary conversations. The difference sometimes was so vast that you couldn't recognize a radio announcer's voice if you heard him speak naturally. Today, the difference is small. Announcers are naturally more choosy of their rhetorical p's and q's when they are facing the microphone, but at least they are themselves. They don't put on airs.

While many announcers have become successful as specialists, it also is a good idea to be so versatile that you can fill any type of job at a moment's notice. The veterans are quite accustomed to quick changes.

When I got my first job as an announcer, on WCGU, Coney Island, I not only read announcements, I also sang, played the piano, wrote scripts, acted in plays and even acted as repairman when trouble developed in the mechanical apparatus. This training was invaluable, in that it prepared me for every type of contingency in a broadcasting studio. For the announcer of today is often called for extraordinary duties. He has a hand in production, he participates in the dramas, he acts as stooge for comedians and does other odds and ends.

Every announcer, I believe, has his eye on something higher in the radio profession, and it is true that the profession has been a stepping stone. Harry VonZell, for example, is now a production manager for Young & Rubicam. Louis Dean, former announcer, has an executive job with Campbell-Ewald. Larry Harding is a production manager for CBS. Graham McNamee, Jean Paul King, Kenneth Roberts and numerous other announcers now have posts with the newsreel companies.

KOME in Operation

KOME, Tulsa, new 250-watt daytime station on 1310 kc., is now in full operation, after going on the air Christmas Day. It is a unit of the Oklahoma Network which is affiliated with MBS. Harry Schwartz, president of the Tulsa Federation of Labor, is licensee, and his staff consists of Glenn Condon, manager; Harold Grimes, formerly in newspaper work, commercial manager; Jimmie Wilson, manager of studios at Sapulpa, Okla.; Ann Moore, chief accountant and secretary; Bob Latting, program director; Jay Crum, newscaster; Al Hunter, **announcer;** James Manship, chief engineer; Dan Smith, transmitter engineer; Rodney Cross, control operator; Buddy Siegel, sports announcer; Emery Winn, continuity chief; Dorothy Doan, musical director; Jane Austin, home economist. It is WE equipped throughout.

Signs Cleveland Games

GENERAL MILLS and Socony Vacuum Oil Co. will sponsor the broadcast of games of the Cleveland Indians on WHK-WCLE, Cleveland, during the 1939 baseball season, according to an announcement of K. K. Hackathorn, WHK-WCLE sales manager. The stations were granted exclusive broadcast rights for the season, with WCLE scheduled to carry all week-day games and WHK, Sunday games played away from Cleveland. No Sunday broadcasts are allowed when the Indians play at home.

Nacor Foreign Discs

NACOR MEDICINE Co., Indianapolis (asthma remedy), on Jan. 21 will start a spot campaign of daily transcribed announcements on three or four foreign language stations. E. H. Brown Adv. Agency, Chicago, is agency.

HARRY BLANEY (right), president of the Cincinnati Advertiser's Club, thanks Dewey H. Long, WSAI general manager, for the entertainment his staff of radio artists provided for club members at their December annual meeting, and for the half hour coast-to-coast-Mutual broadcast from the dinner, which brought congratulations from other advertiser's clubs all over the country. Among the many WSAI artists appearing on the coast-to-coast broadcast from the dinner were Josef Cherniavsky and his orchestra, William Stoess and the DeVore sisters.

Plans for New WTRY

F. R. RIPLEY, vice-president of WSYR, Syracuse, will be manager, Ed Robinson, formerly of WSYR and WJTN, Jamestown, N. Y., will be commercial manager, and W. F. Moore, now of WNBX, Springfield, Vt., will be chief engineer of the new WTRY, Troy, N. Y., construction of which will start shortly, according to Harry C. Wilder, operator of WSYR, WJTN and WNBX, who will head the WTRY operating company. The new station, with 1,000 watts daytime on 950 kc., will use an RCA transmitter and a 256-foot Lingo tower, Mr. Wilder reported. It will occupy studios in the Proctor Bldg., and is expected to go on the air some time in the spring.

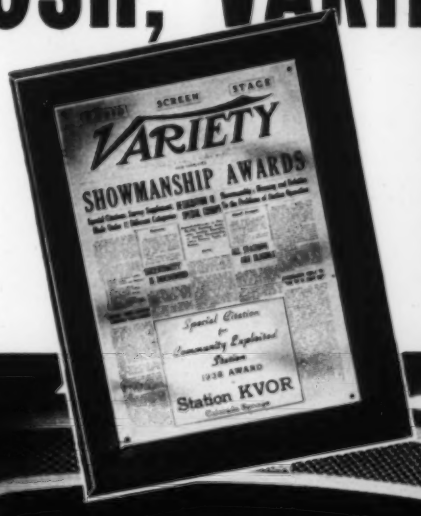
Emporia's New Outlet

CONSTRUCTION is proceeding on the new KTSW, Emporia, Kan., authorized last Nov. 20 by the FCC, and K. W. Trimble, general manager, reports the station will be ready for operation in latter January or early February. The station will operate with 100 watts daytime on 1370 kc., using Collins transmitting equipment and WE microphones with a Lingo radiator. Mr. Trimble, formerly in newspaper and agency work in Chicago, is one of a group of 16 local residents who secured the construction permit, headed by Dr. C. S. Trimble, largest stockholder with 20%. Sidney Anderson has been engaged as program director and Paul H. Daniels, formerly at KFBI, Abilene, Kan., will be chief engineer.

Would Sell KGVB

SUBJECT to FCC ratification, KGVB, 100-watt outlet on 1370 kc. in Great Bend, Kan., has been sold to Miss Helen Townsley, local business woman engaged in bookkeeping and investments, for $22,353. The station is licensed to Ernest Edward Ruehlen, grocer, who secured a construction permit in the fall of 1937 and who put the station on the air last March 1.

GOSH, VARIETY *Thanks*

This means a lot to us!

LARGEST TURN-AWAY CROWD ever assembled in Colorado Springs' Municipal Auditorium drove through torrential rains to witness final broadcast of KVOR's "Road to Fame" programs . . . one of the spectacular displays of showmanship that keeps the Pikes Peak Region (below) sold on KVOR.

But it means SO MUCH MORE to advertisers!

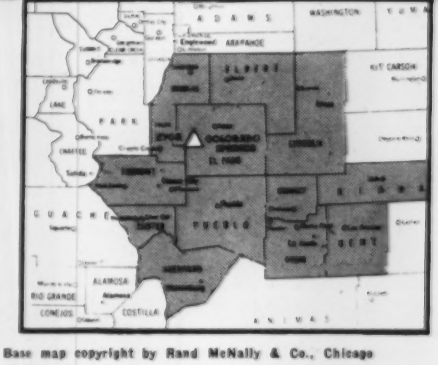
● *Boy!* Are we pleased . . . and proud . . . over our VARIETY Showmanship Award! And not alone because of the honor itself, but because impressing VARIETY is the best possible proof to advertisers that we have thoroughly impressed our *market* first.

And that, after all, is the important thing about these VARIETY awards. Sure, the placque looks pretty, hanging in a conspicuous place in the studio . . . but it's what's back of it that really matters.

Back of KVOR's, for instance, is all the experience that, for the past 4 years, has caused VARIETY to rank WKY in Oklahoma City and KLZ in Denver, tops in their respective markets . . . Back of it is the half-century history of attainment that centers around the Oklahoman and Times . . . that has made the Farmer-Stockman the greatest farm paper in the Southwest.

In its own way and in its own sphere, KVOR matches these outstanding performances. As unique as the market it serves, this station sells the Pikes Peak Region from within . . . influences the buying habits of this highly-concentrated, wealthy area as no other medium can possibly influence it . . . reflects, in its exceptional equipment, skilled personnel and now nationally-recognized showmanship, the unusual personality of its market.

That's the thing that's significant to advertisers . . . and for telling them about it through your gratefully-acknowledged citation . . . well, Gosh, VARIETY—Thanks!



Base map copyright by Rand McNally & Co., Chicago

KVOR *Colorado Springs*

COLUMBIA NETWORK ● 1000 WATTS ● FULL TIME

The Oklahoma Publishing Co. ● The Daily Oklahoman ● Oklahoma City Times ● Farmer-Stockman
WKY, Oklahoma City ● KLZ, Denver (Affiliated Management) ● Represented by the Katz Agency, Inc.

RCA Radio Corporation

RCA Manufacturing Co., Inc.
RCA Institutes, Inc.

RCA...the name symbolizing creation, progress, achievement in radio! RCA...Radio Corporation of America... a family of doers writing history with sound in the sky!

Makers of instruments for radio transmission and reception of sound, code messages and facsimile reproduction. Makers of instruments for the recording of sound on records and on motion picture film. Creators of countless radio devices vital to science, industry, medicine, telephony, and public safety.

RCA...creator of a nation-wide broadcasting service, the National Broadcasting Company.

RCA...creator of a world-wide radio communications system with direct circuits between the United States and 43 foreign countries, and with ships at sea...a message service with the speed of lightning.

RCA...pioneer in research in radio, sound and television.

RCA...truly American, owned by a quarter of a million stockholders in 48 states.

RCA...19 years a name across the sky...19 years of service to all the world.

Listen to the "MAGIC KEY" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

# of America RADIO CITY, NEW YORK

National Broadcasting Company R.C.A. Communications, Inc.
Radiomarine Corporation of America

Pickets Continue New York Parades

WMCA and CBS Are Targets; Their Comments Recorded

PICKETING of WMCA, New York, on behalf of Father Charles E. Coughlin, whose Sunday afternoon speeches have been dropped by the station because he refuses to submit manuscripts in advance, continued Jan. 1 and Jan. 8, and on the latter date the pickets extended their lines for the first time to the Madison Ave. headquarters of CBS. That network, like NBC and MBS, has refused to carry the Coughlin talks on grounds of policy.

The pickets parading before WMCA's Broadway studios Jan. 1 numbered about 500 while picket leaders claimed there were some 1,500 in the CBS demonstration the following Sunday. Network officials declined to make any comment whatever, but at WMCA microphones were shoved out of the window to record the anti-Semitic, anti-Roosevelt and anti-LaGuardia remarks made by the pickets to be used as evidence later if necessary.

It was reported by picket leaders that they intended to march next on WOR. Investigation showed that organizations calling themselves the United Christian Front Against Communism, Protestant War Veterans and American Patriots, Inc. were behind the picketing, but none of these was listed in the telephone directory.

During all of the picketing large squads of patrolmen, mounted police and plain-clothesmen were on hand to keep order.

Papal Radio Blessing

A PAPAL blessing has been bestowed on the *Ave Maria* broadcasts over WMCA, New York, and the Intercity Network which it keys, and the parchment document will be framed and hung on the walls of the chapel in St. Christopher's Inn maintained by the Franciscan Friars of the Atonement at Graymoor, N. Y. One of the oldest radio programs on the station, the feature each week dramatizes the lives of Catholic saints and is handled by the Franciscan Friars. The document bears the seals and signatures of Vatican officials. The program has been carried since 1935 and is recorded from the WMCA performances and carried on 130 other stations as transcriptions.

Walnuts Renewed

CALIFORNIA WALNUT Growers Assn., Los Angeles (walnuts), sponsoring the weekly half-hour transcribed *Diamond Walnut* program on 8 stations nationally since Oct. 16, renewed the series for another 13 weeks effective Jan. 15. Program features George Fisher, commentator; Bill Goodwin, announcer and emsee; Lou Bring's orchestra and Frances Hunt, singer. RCA Mfg. Co., Hollywood, is cutting the series under direction of James Fonda, producer of Lord & Thomas, Hollywood agency servicing the account.

WMCA, New York, has signed with various refugees organizations and with news services which supply religious newspapers to receive factual data for use on a new weekly semi-editorial program, *Persecutions Must End*, which is to be broadcast.

Gallup Poll Shows 3,500,000 Heard Father Coughlin Regularly in December

DURING December approximately 15,000,000 persons listened to one or more of the Sunday broadcasts of the Reverend Charles E. Coughlin, Detroit priest and radio commentator, according to estimates of the American Institute of Public Opinion, headed by Dr. George Gallup, after a recent national survey of listeners in all walks of life and from every state. The survey indicates that only about 3,500,000 listeners heard Father Coughlin regularly during the month, however, the largest number being composed of casual listeners who tuned in for one or two speeches. Of the regular listeners, 67% approved of what the priest said, while 33% disapproved. Occasional listeners showed a 51% approval and 49% disapproval.

An interesting feature of the survey was the vote of persons who had not listened to the broadcasts, 75% of whom said they could not express an opinion. Of those who did have opinions seven voters in ten disapproved, while only three in ten approved. The survey also indicated that the regular Coughlin listener is more likely to be a city dweller than a farm or small town resident and more likely to be in the lower income groups than a member of the well-to-do or middle-income groups.

Members of Father Coughlin's own faith were said to form less than half his "regular" audience, only four out of 10 of those who listened in December stating they were Catholics and the rest Protestants and others. Democrats, or persons who said they voted for Roosevelt in 1936, form a greater part of the audience than Republicans despite the priest's bitter attacks on the President in the 1936 campaign urging the election of Lemke on a third party ticket.

CALLS TO MAJOR
1,2600,000 Voted in Two Years
For Bowes Talent

LISTENERS attempted to make 1,260,000 voting calls for *Major Bowes' Original Amateur Hour*, sponsored by Chrysler Corp., from Sept. 17, 1936 to Sept. 7, 1938, according to a recent report prepared by H. Arnold Moseley, statistician. The report reveals that during the two-year period Major Powes saluted 105 cities in 35 states.

These cities had a total of 4,410,000 residence phones. Of the 1,260,000 attempted calls, 680,000 were completed and 580,000 were lost because of "busies". The calls were handled by 6,700 operators using as many specially wired telephones connected to 104 specially constructed switchboards erected by AT&T in the 104 cities. Some 210 supervisors directed operators handling votes, which were rushed to 500 tally clerks by 250 page boys, and from the tally clerks relayed by 208 trained long distance operators manning both ends of 104 long distance lines from the cities to the basement of CBS's Broadway studio.

WTMA Starts in March

WITH Douglass L. Bradham directing construction, the new WTMA, Charleston, S. C., 100 watts night and 250 day on 1210 kc., expects to be ready for operation on or about March 15, according to Y. W. Scarborough and J. W. Orvin, president and vice-president respectively of the Atlantic Coast Life Insurance Co., who will be partners in the enterprise. Mr. Bradham was formerly chief engineer of WCSC, Charleston, and lately has been with WIS, Columbia, S. C. Mr. Scarborough stated that he will himself assume the managership, with Edward C. Powers as commercial manager and Harry A. Wescott as program director. Mr. Powers formerly was in radio and at present is advertising manager of the Atlantic Coast Life Insurance Co.

CANADA SUSPENDS PRIEST FROM AIR

FOR BREAKING the CBC regulation concerning political broadcasts within 48 hours of an election, Rev. Charles Lanphier, of Toronto, was indefinitely suspended from the air by Gladstone Murray, CBC general manager. Father Lanphier on Jan. 1, "intervened actively in the municipal campaign in Toronto", Mr. Murray said in his official statement suspending the priest for the second time.

"This action is taken not because of the nature of Father Lanphier's political partisanship, [he attacked Communism and candidates for the municipal elections on Jan. 2] but because of the violation of the Broadcasting Act and of the flagrant breach of the conditions under which his broadcasting was resumed last year". The broadcast was over CBL, Toronto.

The CBC also is investigating a German language broadcast over CKAC, Montreal, on Jan. 1, which has aroused public interest due to remarks made by Karl Denneberg, secretary of the National Socialist Party of Canada, who broadcast on CKAC's annual consular New Year's program as acting German consul for Montreal.

There is nothing in the CBC rules to prohibit broadcasting in a foreign language. The rules prohibit the broadcast of attacks on any race or creed, false or misleading news, malicious or defamatory statements, obscene or indecent language.

Kohler Placing

KOHLER MFG. Co., Baltimore (headache remedy and corn cure), has placed its account with Courtland D. Ferguson Inc., and plans to use spot announcements in selected markets nationally. A test already has been placed on WFBR, Baltimore, for spot announcements over a one-year period. Arthur Booth, of the Ferguson Baltimore office, is account executive. The full schedule will be under way in about three weeks.

EDDIE CANTOR, star of the Monday evening *Camel Caravan* on CBS, has adopted a portable chest microphone for his broadcasts.

Town Meeting Sets New Plan for All-Star Cast In Americanism Session

TOWN HALL, New York, from which are broadcast the Thursday night *America's Town Meeting of the Air* programs on NBC-Blue, has announced that the much-discussed program on Jan. 19 has been definitely scheduled as a discussion of the subject "Is America Menaced by Foreign Propaganda?" Plans were in progress early in January for this program to present Earl Browder, Dorothy Thompson, Hugh S. Johnson and Reverend Charles E. Coughlin in a discussion of "What is Americanism?", but Father Coughlin refused to participate in the broadcast [BROADCASTING, Jan. 1].

The new setup of speakers includes Browder; Morris L. Ernst, noted liberal attorney and author; Channing Pollock, the playwright, and Prof. J. B. Matthews, a recent witness before the Dies Committee investigating un-American activities. At first it was planned to schedule Rep. Dies in the priest's place.

Rep. Dies will be heard on MBS Jan. 19 when he discusses the work of his Congressional Committee before a special meeting of the Sons of the American Revolution and other patriotic societies at the Hotel Plaza, New York. Scheduled also for that evening is a talk by a speaker, as yet unselected, under the auspices of the American Civil Liberties Union, who will broadcast a reply on CBS to Mr. Dies' recent speech on that network.

A new radio forum, planned by the General Federation of Women's Clubs and devoted to that issue most affecting women in line with the Federation's slogan *Adjusting Democracy for Human Welfare*, is now being broadcast the first Wednesday in each month on NBC-Blue, under the direction of Mrs. Harold V. Milligan, chairman of the radio division. Different speakers are presented each month followed by a discussion period in which the studio audience participates.

Lipton Tea in Canada

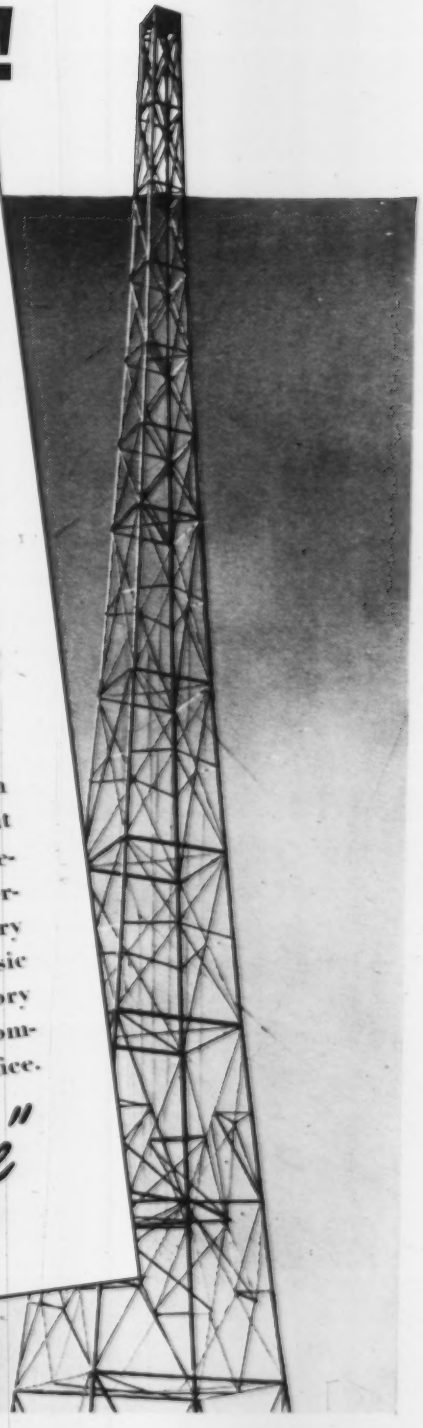
THOS. J. LIPTON Ltd., Toronto (tea), has expanded its radio coverage to eastern and western Canada and is using on daily spot announcements CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CFNB, Fredericton, N. B.; CJCB, Sydney, N. S.; CKPR, Fort William, Ont.; CJRC, Winnipeg; CKCK, Regina; CFQC, Saskatoon, Sask.; CFRN, Edmonton; CFCN, Calgary; CJOC, Lethbridge, Alta.; CKWX, Vancouver. A weekly half-hour network live talent show has been renewed on CBL, Toronto; CBM, Montreal; CKCH, Hull, Que. Vickers & Benson Ltd., Toronto, placed the account.

Chicles in Carolinas

AMERICAN CHICLE Co., Long Island City, N. Y., is running a test campaign of eight transcribed announcements weekly for Dentyne gum on seven stations in North and South Carolina, which have not been announced by the agency in charge of the account, Badger, Browning & Hersey, New York. For Chiclets the firm has started *Swing to Chiclets* with Adrian Rollini and Trio on WJZ, New York, Thursdays, 7:30-8 p. m.

HOW NBC BLUE OFFERS LOWEST COST

...in Network History!



REGULAR AUDIENCE

New surveys prove high per cent of regular listeners— **NBC BLUE**

PREFERRED TIME

You have a selection of choice hours at which to broadcast— **NBC BLUE**

NEW DISCOUNTS*

Make it easy for you to "go National" on a modest budget— **NBC BLUE**

*For advertisers who want national coverage the NBC has set up an economy discount schedule that provides wider opportunity at lower cost. The strong Basic Blue Network, plus valuable supplementaries, is now available for your programs at rates that permit coast-to-coast circulation for very little more than the cost of the Basic alone. You can have the whole story quickly, completely, concisely by communicating with the nearest NBC office.

"Better Buy Blue"

NBC *Blue* NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Lack of FCC Power Decried By McNinch in Annual Report

Chairman Asks More Funds and Says Substantial Progress Has Been Made by the Commission

WHILE the FCC's annual report to Congress, made public Jan. 16, was devoid of sensational recommendations for new legislation, Chairman Frank R. McNinch nevertheless served notice of prospective pleas for a more stringent law by decrying the Commission's limited regulatory authority.

In a four-page letter of transmittal, accompanying the report, Chairman McNinch claimed substantial progress in increasing the effectiveness of the agency, but at the same time asked for increased appropriations to relieve its personnel shortage. Regulation of broadcasting, he contended, was mainly responsible, because it commands a large share of the Commission's attention.

"The technical perfection and the usefulness and potential usefulness of broadcast stations are increasing with their numbers and the facilities," he stated. "As radio makes perhaps the most powerful of all impacts upon the mass-mind, capable of influencing importantly our destiny as a people, the responsibility resting upon this Commission is very great, even though our regulatory authority is limited".

Covering the fiscal year ended June 30, 1938, the report itself was confined to a review of the Commission's work during that period. In his letter, however, Chairman McNinch sought to bring Congress up to date on the status of FCC work, and described the reorganization steps taken under his leadership. He said these reforms have two broad purposes—"first, greater efficiency, and second, the utmost protection attainable against possible improper influence by those having business with the Commission." He concluded they "promise decidedly improved administration of the Communications Act."

May Seek Laws

Another inference that legislative recommendations pertaining to broadcasting may be expected was given by the Chairman in alluding to the current investigation of network broadcasting and of possible monopoly. The inquiry is being conducted, he said, "in order to get the necessary information upon which to base regulations and possible recommendations for legislation." He asserted that it "promises to produce much information of value."

Only two direct suggestions of recommendations for additional or amendatory legislation were made. One was to soften the penalty for unlicensed operation of radio equipment by youngsters of school age, and the other to bring within the jurisdiction of the Commission diathermy machines and carrier telephone inter-communicating systems, as well as other apparatus in this category which, though not intended for radio propagation, nevertheless interfere seriously with radio service. Because these devices are rapidly increasing in number, the Commission reiterated the view it expressed in its preceding annual report that unless measures for suppression or mitigation can be promptly undertaken, "there is real danger that the usefulness of a large part of the radio spectrum for communication purposes will be destroyed."

That the FCC has in mind instituting as a regular requirement the periodic collection of revenue and other statistical data on the broadcasting industry was officially confirmed in the annual report. As has previously been reported by BROADCASTING, the Commission informed Congress that the data collected by questionnaire and released last June during the so-called allocation hearings represented "the initial effort of the Commission to develop rather extensive financial, operating, and other statistical data regarding broadcast licensees and broadcast stations and networks in the United States."

New Stations

The number of licensed broadcast stations, as of Dec. 1, was 763, Chairman McNinch stated in his transmittal letter. During the fiscal year, 47 new stations were authorized, representing about a third of the new stations for which applications had been filed.

Chairman McNinch, for the edification of Congress, brought out that no broadcaster has or can acquire any vested interest or right in a frequency, and he is only licensed to use a frequency in the public interest.

"This definitely stamps radio with a peculiarly high obligation to put public service ahead of all other considerations and to use the frequencies primarily for programs that are informative, educational, entertaining, or now and then perhaps all three," he admonished.

In support of his plea for greater man-power, he said the administrative and regulatory task for which Congress made the FCC responsible has increased both in scope and in importance. In broadcasting alone, he said there were nearly 7,000 authorizations applied for in every classification, each of

(*Continued on Page 67*)

McNinch Stays—FDR

PRESIDENT ROOSEVELT himself on Jan. 6 dispelled constantly recurring reports that FCC Chairman McNinch would return to the Federal Power Commission any time soon by asserting he will stay right where he is until further notice. The statement came at a press conference, after a newsman's inquiry. Chairman McNinch was appointed to the FCC in the Fall of 1937 for a temporary tenure, but now it appears his appointment will be indefinite.

Television Not Yet Ready for Public On Commercial Basis, Says FCC Report

WHILE technical phases of the television art "are progressing in a satisfactory manner" it is nevertheless generally agreed that it is not ready for standardization or commercial use by the general public, the FCC informed Congress Jan. 6 in its annual report.

"Television has developed to the state where complete transmitting equipment is available on the market", the report stated, "but such equipment is costly and, because of the experimental status of the art, may become obsolete at any time due to new developments. A few of the existing licenses are attempting scheduled program transmissions as part of their research and development work."

Bright prospects for frequency as opposed to amplitude modulation in ultra-high frequency work, along the lines of experiments being conducted by Dr. Edwin H. Armstrong, were foreseen by the FCC's engineering department. The major drawback, it said, is that the frequency band necessary is increased several fold over that required by the system using amplitude modulation.

Available data concerning use of frequency modulation in the ultra-highs, the report stated, "indicate a material gain in the effectiveness of reception through static, especially the type of static resulting from nearby thunderstorms and from some types of man-made electrical disturbances." It is also shown that the signal-to-noise ratio necessary for satisfactory reception is considerably less than that required for the same reception with a broadcast system employing amplitude modulation. This results in good reception at greater distances from the transmitter and a correspondingly larger service area for the same power used at the transmitter.

In experimental broadcast service, the report covered several operations during the fiscal year. Most significant was the experimental research to determine the feasibility of operating a synchronized transmitter with a broadcast station without the use of wire-line connections between the two transmitters. This was successfully completed by one licensee (WBBM, Chicago and KFAB, Lincoln), with these conclusions: Such a system may be utilized for improving coverage and broadcast service, and synchronization with the transmitter of the station is practical without the use of wire-line connections between the two stations.

In the international broadcasting field, the FCC said that reports of reception in foreign countries of programs from international stations in this country indicate no material improvement during the last year. This, it was held, supports other evidence to the effect that the use of both increased power and directional antenna is necessary to provide reliable service. Certain licensees, it added, have manifested an interest in better coverage as evidenced by the fact that several were increasing power and erecting or improving antenna systems at the close of the fiscal year.

GE Gets Approval of Visual Stations

ESTABLISHMENT of four experimental television stations by General Electric Co., at an overall cost of nearly $400,000 was approved Jan. 9 by the FCC. In approving the recommendations of Rosel H. Hyde, former examiner, following hearings held last May 26, the Commission held the ultra-high frequency visual experiments proposed for two stations in Schenectady and one each in Albany and Bridgeport, Conn. would serve public interest.

In its presentation GE said $195,000 would be spent for the station in Bridgeport, to operate in the band 66,000-82,000 kc., with 10,000 watts for its visual transmitter and 3,000 watts for the aural; $155,000 for the Albany station, which would operate with similar power in the same band; and $5,000 each for the Schenectady stations, which would be visual only and use 40 watts power. One would operate in the band of 156,000-162,000 kc., and the other in the 44,000-50,000 kc. band.

GE stated it proposed to use a system similar in general to that developed by RCA and NBC, but contemplates a number of detail variations, different from any other system known to them. The Schenectady stations would be used for preliminary testing and visual relays.

Commercial Television Seen Several Years Away

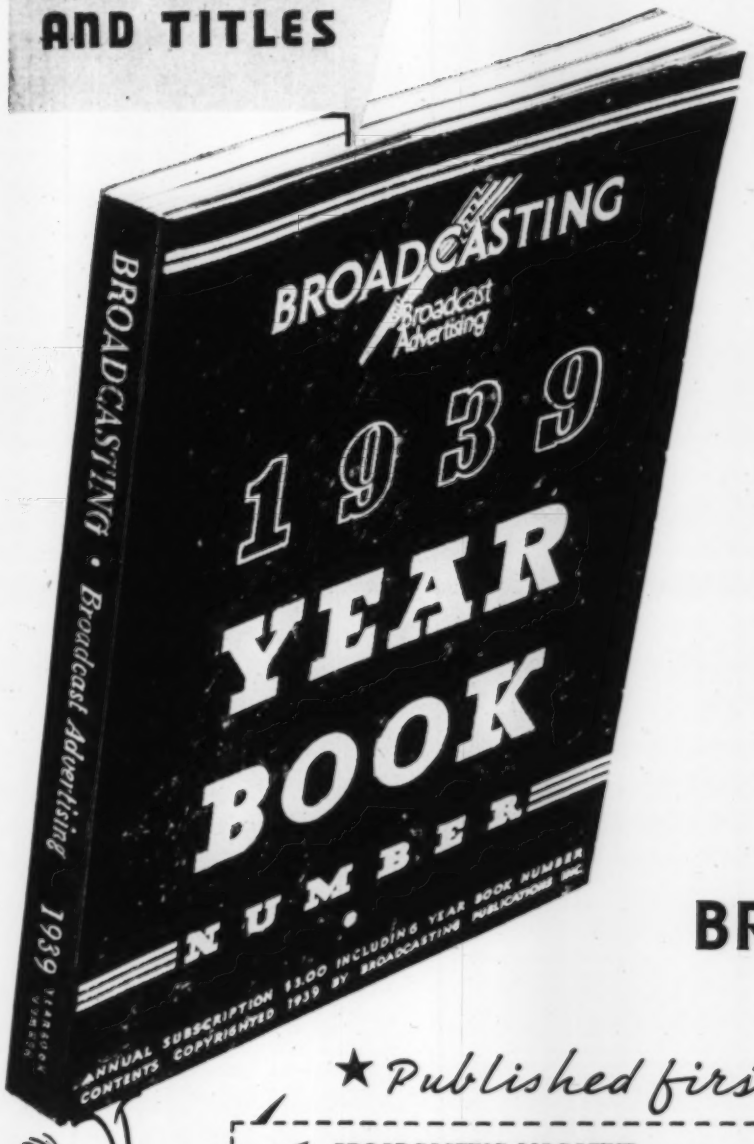
COMMERCIAL television is still several years away, C. W. Farrier, NBC television coordinator, told a meeting of the Art Directors Club of New York on Jan. 6. Stating that when NBC begins a regular television schedule in the near future it will be broadcasting practically into thin air, since there are only a few hundred video receivers in the New York area, he continued: "It is not likely that advertisers generally will become interested in television as an advertising medium until there are perhaps 400,000 receivers in this area. Our immediate problem is therefore one of building up an audience for television. That will probably require several years of broadcasting. Until that time NBC and any other broadcaster who enters the field will be operating a medium which has no income."

Explaining that the range of visual transmission is limited roughly by the visual horizon, Farrier expressed the belief that television would not be extended to rural areas for many years. If it is extended to cover the country's 96 principal markets, he said, it would still reach only about 5% of the total area, although embracing about half of the population. Since the rapid decrease in population density in rural areas means that extending television beyond cities and suburbs would add only small additional coverage, he stated, and since no one now knows just how the country will be covered by television, "it is highly probable that the people in most of the United States will have to be served by sound broadcasting alone for many years to come."

ANNUAL meeting of the Canadian Association of Broadcasters will be held in the Royal York Hotel, Toronto, Jan. 23-24.

834 PROGRAM IDEAS AND TITLES

A Summary-Index of successful radio programs reported in BROADCASTING during 1937 and 1938... indispensible to radio advertisers, advertising agencies, radio stations and everyone engaged in building radio programs . . . one of the entirely new features in the 400 page 1939 BROADCASTING Yearbook Number.*



The Summary-Index is divided into the following program classifications.

- Advertising & Promotion
- Charity
- Civics & Government
- Contests
- Drama
- Education
- Employment
- Entertainment Tips
- Farm
- Fashions & Shopping
- Food & Recipes
- Health
- History
- Homes & Gardens
- Human Relations
- Interviews & Forums
- Juvenile
- Light Music
- Literature
- News
- Patriotic
- Pets & Hobbies
- Program Announcements
- Quiz
- Schools & Colleges
- Serious Music
- Sports & Outdoor Life
- Swaps
- Traffic & Motoring
- Travel & Tourists
- Variety
- Women's Clubs

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Broadcast Advertising

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PICKED STATIONS

WOKO	Albany
WGST	Atlanta
WBAL	Baltimore
WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WIS	Columbia
KGKO	Dallas-Ft. Worth
WHIO	Dayton
WBIG	Greensboro
WTIC	Hartford
KTRH	Houston
KMBC	Kansas City

KLRA		Little Rock
KHJ		Los Angeles
DON LEE SOUTH'N CALIF. GROUP	KHJ	Los Angeles
	KGB	San Diego
	KDB	Santa Barbara
	KFXM	San Bernardino
	KPMC	Bakersfield
	KVOE	Santa Ana
	KXO	El Centro
	KVEC	San Luis Obispo
	KTKC	Visalia
DON LEE NORTH'N CALIF. GROUP	KFRC	San Francisco
	KQW	San Jose
	KDON	Monterey
	KIEM	Eureka
	KGDM	Stockton

COMPLETE DON LEE CALIFORNIA NETWORK	(See Stations In Northern and Southern Groups)	
WMAZ		Macon
WREC		Memphis
WIOD		Miami
WISN		Milwaukee
WSFA		Montgomery
WLAC		Nashville
KOMA		Oklahoma City
WCAU		Philadelphia
KOY		Phoenix
ARIZONA NETWORK	KSUN	Bisbee
	KOY	Phoenix
	KGAR	Tucson
WCAE		Pittsburgh

KOIN-KALE	Portland
WRVA	Richmond
WHAM	Rochester
KDYL	Salt Lake City
KTSA	San Antonio
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
KIRO	Seattle
KWK	St. Louis
WFBL	Syracuse
WTAG	Worcester

Additional stations are being added regularly to complete the major market coverage of the United States.

WJS

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THE fast growing Gold Group is not a network, but every member station is a network station. In building its new transcription system, World surveys each major market . . . studies each station for popularity, aggressiveness, merchandising cooperation with advertisers . . . and then chooses its newest Gold Group member.

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WORLD TRANSCRIPTION SYSTEM

A SERVICE OF

CASTING SYSTEM

Court Restrains Jersey Radio Act

Board Ordered Not to Proceed Against Shortwave Station

A PERMANENT injunction restraining the Board of Public Utility Commissioners of New Jersey from interfering with the erection or operation of an experimental ultra-high frequency station now being built by NBC at Bound Brook, N. J., was ordered issued Dec. 30 by a three-judge Federal statutory court, which ruled that the Commission has no authority to regulate interstate broadcasting.

NBC, which had previously secured permission from the Federal Communications Commission covering the transfer of the station, W2XDG, from New York to Bound Brook, had argued that Congress had preempted all control of broadcasting and that therefore the New Jersey law is unconstitutional.

Defense counsel had opposed finding the law unconstitutional on the grounds that the State has the right to regulate intrastate broadcasting facilities, such as those operated by the State Police Department. The court did not rule on this point, claiming that there was no necessity of a ruling as to the law's constitutionality since the State Board had not contended that NBC was engaged in purely intrastate commerce.

Judge Philip Forman of the U. S. District Court, explained that the only difference between the parties is whether or not the State act should be declared wholly unconstitutional. "The plaintiff," he said, "contends that this type of regulation is exclusively within the power of Congress. The defendants urge that the act is not unconstitutional insofar as it applies to such radio operation as might be considered strictly intrastate commerce. This court is not called upon to decide this difference because the defendants do not question that the plaintiff is or will be engaged at the station in question in the radio field on a scale that constitutes interstate commerce. Hence this plaintiff is subject to regulation only by the Federal Communications Act and not by the New Jersey Radio Broadcasting Act and a permanent injunction will issue restraining the defendants from proceeding against the plaintiff under the State statute."

Disc Study

S. KING FUNKHOUSER, recently appointed attorney assisting General Counsel William J. Dempsey on the FCC network inquiry, spent the week of Jan. 9 in New York in connection with preliminary phases of the transcription portion of the study. He was accompanied by DeQuincy V. Sutton, FCC head accountant who likewise has been assisting in the inquiry, but the latter returned to Washington on Jan. 10. Mr. Funkhouser, to familiarize himself with the background of the transcription business, visited a number of leading transcription firms, it is understood, as well as several New York stations.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, has been appointed radio departmental chairman of the Pacific Advertising Clubs Assn. convention to be held in Oakland, Cal., June 25-29.

Rangers Cited

IN A SPECIAL CBS coast-to-coast broadcast Jan. 14, Gov. James V. Allred of Tex., granted commissions as Texas Rangers to the Texas Rangers musical unit of KMBC, Kansas City. After the opening, KMBC switched to Austin where retiring Gov. Allred spoke to Kansas City. Arthur B. Church, president of KMBC, accepted commissions for the *Texas Rangers* group, which included Clarence Hartman, Paul Sells, Gomer Cool, Herb Kratoska, musicians, and Rod May, Fran Mahaney, Bob Crawford, Edward Knonenbold, vocalists, along with Tex Owens, cowboy singer.

McClatchy Facsimile

GUY C. HAMILTON, general manager of the McClatchy radio stations and vice-president and general manager of the McClatchy newspapers in California, announced in Sacramento recently that fascsimile receiving sets are being installed in 50 homes in Sacramento and a like number in Fresno. They will be used on an experimental basis for one year, with no cost to the recipients. The McClatchy interests have been pioneering facsimile broadcasting in the West for many months.

TRANSFER OF KVOA CONTROL GRANTED

THAT the newspaper ownership issue apparently is no longer involved in the policy of the FCC was again demonstrated Jan. 9 when the Commission authorized the transfer of all the stock of Albert Steinfeld & Co., licensee of KVOA, Tucson, Ariz., to the KTAR Broadcasting Co., operator of KTAR, Phoenix. The purchase price was $35,000 in cash plus $5,000 worth of time for the Steinfield company, operating department, grocery and hardware stores and other enterprises.

KVOA, 100 watts full time on 1260 kc., effective Jan. 16 thus comes under common ownership with KTAR. The KTAR Broadcasting Co. is 77.3% owned by the Arizona Publishing Co., publishers of the *Phoenix Republic* and *Gazette*, and 19.6% owned by the Electrical Equipment Co. The management of KVOA will remain the same, with E. B. Williams as manager and commercial manager.

Goodrich Plans News

B. F. GOODRICH Co., Akron (tires), on March 6 is planning to sponsor three evening news programs weekly on a list of CBS stations which have not been decided upon at the present date. Ruthrauff & Ryan, New York, handles the account.

Associated Oil Starts Basketball Schedule on 8 West Coast Stations

TIDE-WATER Associated Oil Co., Associated Division, San Francisco, on Jan. 3 launched a schedule of basketball broadcasts over eight stations on the Pacific Coast, bringing to the listening audience descriptions of all the Pacific Coast Conference and important non-conference games to the end of season early in March.

Harold Deal, advertising and promotion manager of the oil firm, stated that Associated would spend approximately the same amount this year on its basketball sponsorship as it did last year. One of the heaviest schedules goes to KYA, San Francisco and KSRO, Santa Rosa, 50 miles distant, which will be tied up in a special network for the release of the contests. KYA will broadcast 22 games. Associated likewise has formed another special network in the Pacific Northwest, linking five stations. KEHE, Los Angeles will be tied with KYA and KSRO in California on four of the scheduled basketball broadcasts, Mr. Deal stated.

The stations in the Pacific Northwest on the Associated schedule are KXL, Portland, Ore.; KAST, Astoria, Ore.; KRSC, Seattle; KFIO, Spokane and KRLC, Lewiston, Idaho.

Frank Bull will be the sportscaster for the Los Angeles games; Doug Montell and Phil Ray in the San Francisco Bay area; John Carpenter at Portland, Ore.; Leo Lassen in Seattle and Rod Klise at Lewiston, Idaho.

It is understood that Tidewater-Associated plans to follow up the basketball schedule with the broadcast of the intercollegiate track and field meets on the Pacific Coast. The basketball account was placed through Lord & Thomas, San Francisco.

Means to Reduce Radio Interference From Diathermy Apparatus Discussed

APPROXIMATELY 100 representatives of the broadcasting industry, the medical profession and the firms that manufacture diathermy machines and other electrical medical apparatus met at Columbia University Jan. 9 to discuss the problem of radio interference created by this medical equipment.

Mr. Jett

The morning session was devoted to discussion of interference in the various fields of radio communication; in the afternoon the doctors described the great value of diathermy in medicine and the manufacturers of electrical therapeutic instruments presented their side of the picture. Session ended with the adoption of a resolution to request the Physical Therapy Council of the American Medical Association and the Federal Communications Commission to cooperate in organizing a committee to study the problem and suggest a solution. While divergent points of view were expressed by various speakers, the meeting was friendly and harmonious, with all groups seriously facing the problem and endeavoring to find a solution that would free radio from unnecessary interference without placing any hindrance in the path of further development of radio therapy which has been of such great value in many fields of medical work.

Howard A. Carter, secretary of the AMA Council on Physical Therapy, under whose auspices the meeting was held, turned the chair over to E. K. Jett, FCC chief engineer, during presentation of the case for radio. Mr. Jett asked for complete cooperation. With other speakers he voiced appreciation of diathermy devices in modern medicine and the belief that interference could be stopped. Andrew Ring, FCC assistant chief engineer for broadcasting, O. B. Hanson, NBC engineer vice-president and H. H. Beverage, of RCA Communications described interference and demonstrated how it affects signals.

Dr. L. P. Wheeler, chief of the FCC technical information section, said a survey showed the extent of interference and he said screening and filtering could eliminate it. L. C. F. Horle of RMA and R. M. Wilmotte of the NAB offered their cooperation. Dr. Frank Krusen, of the Mayo Clinic, explained value of electrical devices and said the interference might be considered as an SOS signal taking precedence over all other communications.

Among others at the meeting were Robert M. Morris, C. W. Horn, R. E. Shelby, NBC; J. D. Parker, John M. Hollywood, CBS; E. O. Johnson, C. B. Jolliffe, R. S. Holmes, John E. Henry, D. E. Foster, B. E. Shackleford, C. W. Sidney, RCA; George Grammer, American Radio Relay League; L. Spangenberg, H. Pratt, Mackay Radio; Jack Kaufman, Globe Wireless; W. G. H. Finch, W. G. Halstead, Finch Telecommunications Laboratories; William N. Parker, Philco; F. M. Ryan, V. B. Bagnall, A. T. & T.; R. H. Lindsay, A. L. Durkee, R. A. Shetzline, Pierre Mertz, Bell Laboratories; John T. Orr, F. W. Cummiskey, ERPI.

Ultra-High Transmitter Nearly Complete at KNX

INSTALLATION of an RCA 100-watt transmitter of ultra-high-frequency signals will be completed during late January at CBS Hollywood studios and a weekly schedule of 40 hours experimental broadcasting inaugurated, according to Donald W. Thornburgh, Pacific Coast vice-president. Transmitter will operate on 35.6 megacycles with call letters W6XDA. A tuned concentric antenna rising 40 feet above the roof of CBS studios is being created.

No television experiments are intended or contemplated over W6XDA in the future, CBS officials declared, contradicting rumors heard recently. The experimental transmitter will not interefere with programs of KNX, although all broadcasts over the CBS Hollywood station will be available for the short-waver. John M. Dolph, executive assistant to Mr. Thornburgh, currently in charge of West Coast programs, plans to use time on W6XDA for training younger members of the CBS personnel who are ambitious for production apprenticeship. Whatever programs are broadcast will have no effect on experimental work directed by Les Bowman, CBS Pacific Coast chief engineer.

WKY REMAINS THE *Regional Barnum*

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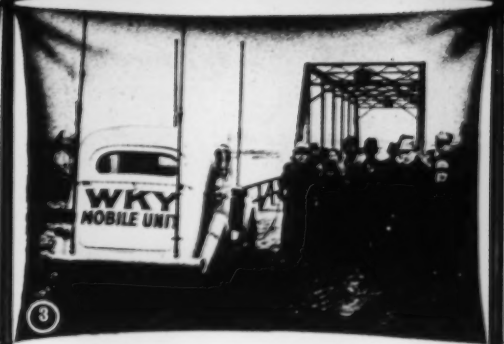

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A curtsy to Variety for five punch-laden words in its December 14, 1938 issue: "WKY remains the regional Barnum."

But this is not the first time the top journal of show business has pointed to WKY's ability to put on a full three-ring circus at a single admission price. Back in 1936 Variety singled out WKY and said, "WKY by a mile in Oklahoma City. Builds programs, spawns ideas. Stunts, news, sports, vox pop. Active on all fronts and out to get places."

What are a few of these WKY Barnumisms? For those who come early to get in on the animal acts and the jugglers there was the time that Gene Autry's horse moved into WKY's main studio and neighed into a mike . . . or the time Maxie Baer clowned through an interview. The next ring appealed to the more serious, featuring every detail of the first visit to Oklahoma of a living U. S. President. Down in the end ring was the music lovers' delight . . . the Festival of the Southwestern High School band competition. That's why there's never a dull moment in any of WKY's rings. Neither is there ever a dull moment at counters where WKY-exploited products are being sold. WKY remains the regional Barnum . . . and Barnum knew how to pack 'em in!

1. WKY presents its own orchestra in a specially constructed hotel ballroom when the show taxes the capacity of WKY's four regular studios.
2. Uncle Leo, former big-top clown and animal trainer, now in charge of Oklahoma City's zoo, puts on a weekly show for children.
3. From an Eastern Oklahoma flood area WKY's 200-watt mobile transmitter eyewitnessed the disaster and destruction, broadcast descriptions and interviews.
4. Gene Autry's horse started in the center ring when he was brought into WKY's main studio.

WKY *Oklahoma City*

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Rates and Ruts

WHENEVER business gets a bit tough (and it hasn't been too sprightly lately in national spot) the little man with the pitchfork begins poking into rates. Fragmentary reports indicate that national advertisers are beginning to reap a harvest of time-buying at local rates, approaching the good old days when they regarded broadcasters as the biggest suckers in advertising.

Many times in these columns we have led with our rapidly doubling chin in favor of a single rate for radio. We're still for it, not only because it is the one solution for rate-ratting during business ruts, but because there really isn't much justification in these times for a differential. It is conceded when a station pays no local agency commission, there is a basis for a 15% differential. But those 30's and up are hard to justify.

Business really isn't tough now, though there may be an understandable dip in long-term spot. Advertisers are gearing their promotion close to sales because they don't want to run big inventories or obligate themselves too far ahead in uncertain times. Competition may be a little tougher with networks relaxing certain policies to entice spot accounts their way. Magazines may be offering bundle stuff that for the nonce appears more attractive. That's competition. Radio hasn't yet met a competitive situation that it couldn't beat.

In the final checkup a station's self-respect is involved in rate-chiseling. To begin with a national account doesn't expect to get the retail rate, but he'll try to get it every time. If he does, he figures he has saved money, but he isn't sure he has saved as much as his competitor, who unquestionably got his own special deal. From there on, the station is under suspicion. The word spreads to other accounts, and the agency looks for the same sort of deals (or better) for other clients, at the same time perhaps being a bit chagrined because he lost commission when the rate-cut was wangled.

And the station representative working on the account, or some other, a la rate carte, finds himself in a mess. He takes the rap for the station, because he doesn't know what the agency or advertiser knows about that bargain business.

It's a sucker game all around for the broadcaster. In signing off, we would like to confess the grapevine we get is that things aren't serious yet, either in the loss of business or the degree of rate-ratting. We're simply hoisting the warning in the hope of averting a spread of the infection.

Kudos for Radio

WHEN a publication like *The Nation*, mouthpiece of the ultra-liberals, finds something to praise in radio, which it usually attacks, that's news. The magazine's Honor Roll for 1938, in which it extends its kudos for liberal activity during the year, cites CBS "for its intelligent and objective reporting of the events leading up to the Munich pact and the dismemberment of Czechoslovakia, which set a new standard in broadcasting." Included also is Vladimir K. Zworykin, the RCA television scientist, "for perfecting a model electron microscope which promises to open new vistas to the scientist comparable to those afforded by the invention of the first optic microscope."

Ever since the European crisis, which once again proved the American system's superiority over all others so far as honest and objective and complete coverage of the news is concerned, we have noted a diminution of criticism of Radio by the American Plan. The *Nation's* citations indicate that the blow-hards and chronic fault-finders, whether in Congress, on the Commission or elsewhere, are going to find their arguments if not their publicity paths scrutinized much more carefully hereafter.

Six Month-itis

A RATHER unusual annual report has been submitted to Congress by the FCC. It has been a sort of time-honored custom for governmental agencies to make their reports just about as dull and drab and hackneyed as the mechanical specifications for a warehouse. While the body of the FCC's report more or less follows the dry-as-dust formula, Chairman McNinch's letter of transmittal fairly bristles. It goes beyond the fiscal year, and essays to bring Congress up to date on FCC affairs. The energetic little FCC chieftain knows how to turn a phrase and does it with gusto.

Actually, there is nothing really startling in the letter. As was expected, both it and the report dwell largely upon broadcasting, rather than other phases of the FCC's multifarious functions. But we got a jolt when we read in the letter that "because of their large number and the *requirement* that licenses be renewed every six months," broadcast stations claim a large share of the Commission's attention.

We were not aware that the law prescribes a six-month license. Quite the contrary. The law permits the licensing authority to issue broadcast licenses for terms not to exceed three years. The onerous six-month tenure is of the Commission's own making. Broadcasting is the only industry extant, big or little, that is forced to pass regulatory muster twice a year.

For more than a decade, broadcasters have entreated the FCC and its predecessor Radio Commission to encourage stability in their industry by extending the license to the three-year limit permitted in the statute. As far as we know, there has never been anything in the nature of a plausible answer.

We concur in Chairman McNinch's conclusion that the FCC is snowed under and that its regulation of broadcasting is its major work. But instead of seeking from Congress a greatly increased appropriation by leaning so heavily on its claim of a six-month license renewal *requirement*, we respectfully suggest that it follow the plain dictates of Congress by the very simple expedient of adopting a new order for three-year broadcast licenses.

Dollars for Dollars

MANY banking and financial organizations, we have often pointed out, are missing a bet by neglecting radio advertising. A substantial number, resourceful and progressive, are using it and finding that money spent on radio rings their own little registers. Others have tried radio, flopped and now remain aloof because they expected too much or perhaps because they considered it beneath their dignity.

The most eloquent testimonial on radio results we have seen in many a day comes from Louisville. There, the Greater Louisville First Federal Savings & Loan Association has begun its 14th successive year on the air. It uses both Louisville stations six days a week. Its resources since it began radio advertising in 1925 have increased from $2,000,000 to $11,000,000.

The banking firm, says its president, L. Frank Withers, has sought only to sell goodwill. Deposits and loans logically followed. The company even maintains its own broadcast studio in its own building in Louisville. Its basic program has remained unchanged. It is satisfied with its radio results, for it went into radio for the long pull and did not look for rabbits out of a hat.

The RADIO BOOK SHELF

"TO PUT DOWN a story that is a good story and to put it down in dialogue that is good dialogue; that is all any writer needs to have in order to write good radio," says Max Wylie, director of script and continuity at CBS, in the first chapter of *Radio Writing* (Farrar & Rinehart, $3.75). Volume, written in text-book manner, deals with all types of scripts and continuities and includes frequent writing exercises and several chapters of analysis of students' work that should be invaluable for the embryo radio writer.

We Pay Our Respects To —

ROGER WILLIAM CLIPP

IN THE LEGAL profession the Philadelphia lawyer has become a sort of legendary figure, whose technical prowess theoretically is greater than that of his colleagues in any other area. In radio, the same locale may become famous for the keenness of its broadcasters, because in no other metropolitan area is competition for the listener's ear and the advertiser's dollar more vigorous. This is so not only because Philadelphia has nine stations of its own, but because it must vie with the clear channel stations in neighboring New York to a great extent.

A few months ago there emerged into this Quaker City's competition a young fellow well known in broadcasting. He took over the helm of WFIL, an aggressive regional, and has more than kept it in the swim. He wasn't new to Philadelphia radio because he had served as business manager of WFIL since its reorganization three years before. But the task of directing its destinies was a new assignment, and, as its general manager, he has had an opportunity to try out long pent up ideas which seem to be clicking.

Roger William Clipp, 35, short, stocky and trim, with the physical fitness that bespeaks exercise, has known radio since his knee pants days. Like many another station executive, he started as a "ham," became an engineer, and finally fixed his destiny in the front office. In addition to his general management of WFIL, the official records show that he is half owner of WTBO, Cumberland, Md. regional. By remote control, he also supervises its broad policies. Nearby Hagerstown, also in Maryland, is his native city where he first became interested in radio when it was still called wireless.

Last September, when Donald Withycomb resigned as general manager of WFIL, young Clipp, his lieutenant not only at WFIL but during preceding years at NBC, promptly was elevated to succeed him. Samuel R. Rosenbaum, president of WFIL, paid him high tribute when he remarked that he did not have far to look for Mr. Withycomb's successor. "In the three years that Roger Clipp served us faithfully as business manager," he said in announcing the appointment, "I was continually impressed by his keen knowledge of radio and its many complex problems, his efficiency, his capacity for work, and above all, his ability to make quick, decisive decisions."

When a lad of 10 attending grammar school in Hagerstown, Roger Clipp first heard about radio. A teacher had expounded at length on the Marconi discovery, then in its early stages. Roger was intrigued. Two years later he had a "ham" set in operation—the precursor of the first licensed transmitting and receiving station in the state. It was a makeshift, to be sure, but good enough for the government to use for dissemination of farm news.

While Roger was soaking up every bit of literature on radio he could lay his hands on, and making plans for a future career in radio, fate interfered and he found himself off on a ten-year detour that carried him through college, a banking career and experience in insurance selling. In 1929, however, opportunity knocked and he found himself back in radio, with NBC.

It was in 1920, while still storing away as much radio knowledge as he could get, that Roger obtained his first class commercial operator's license, and served a tour as a "brass-pounder" on the high seas. Hungry for a better educational background, he enrolled in the Wharton School of the University of Pennsylvania, and during his undergraduate days worked his way through, doing odd jobs and serving as advertising manager of the University's *Classboard*. When he was graduated in 1925, opportunities in broadcasting were few, so he reluctantly returned to his home town and stepped into a junior executive position in the trust department of the Hagerstown Bank & Trust Co. Then he went back to Philadelphia to join the Independence Indemnity Co. Still casting about for an opening in radio his big chance came in 1929 when he joined NBC in New York as assistant to Glenn W. Payne, chief commercial engineer.

During those developmental days of network broadcasting, Roger's store of technical radio information served him in excellent stead. When he left NBC three years ago, he was assistant manager of owned and operated stations. During the preceding half-dozen years he had handled investigations of commercial policies and methods; studied organization and costs of department operation; delved into rates and station compensation; worked for months on plans to revise the network's communications system —and he had the satisfaction of seeing many of the reforms in which he had participated adopted by NBC.

In 1935, when Sam Rosenbaum offered Don Withycomb the general management of WFIL, which had just come into being as NBC's Blue outlet through the combination of two part time stations, WFI and WLIT, Roger went along with his former boss. For three years he served as watchdog of the station's purse strings. During that time he was instrumental in setting up and directing the Quaker Network, a two-year-old infant chain of 17 Pennsylvania stations, created originally to handle political business. As a one-man organizer, traffic department, time salesman and general factotum, he sold nearly $100,000 worth of business to Democrats and Republicans during the 1936 race. Today the network still flourishes. In the May primaries of last year, political placements exceeded $180,000, and that figure was topped in the 1938 campaign.

Despite a ten-hour-a-day siege at the office, and intense listening at night, Clipp still finds time to lead a contented and typically American home life. He lives in suburban South Ardmore with his wife and two children, Bette, 11 and Sammy, 8. He manages to get in a couple of rounds of golf a week, shooting in the low 90's. He is an active Mason, and while he no longer maintains his own ham set, he still QSO's on the equipment of one of the WFIL engineers when he can find the time.

As for the future, Roger Clipp doesn't look beyond WFIL and his object of making it the best 1,000-watter in the land. He believes the station, with its exclusive NBC-Blue, MBS and Quaker Network affiliates, and its new plant and studios entailing a $300,000 expenditure, is all dressed up to go places.

Personal NOTES

SID STROTZ, former program manager of the NBC Central Division, Chicago, has been named acting manager of the Central Division. C. L. Menser has been promoted to program manager and Jules Herbuveaux succeeds Menser as production manager. Wynn Wright, formerly of the NBC production staff, has been named assistant production manager.

ROBERT HUTTON, of CBS, New York, has been named sales promotion manager of WCCO, Minneapolis, by Manager E. H. Gammons. He is 26 years old, and a graduate of Princeton. With advertising agency and trade journal experience, he joined the CBS sales promotion department Dec. 1, 1938, joining WCCO early in January.

GENE THOMAS, station sales manager at WOR, Newark, on Jan. 5 announced his engagement to Miss Sunny Maxwell of Cleveland, with tentative wedding plans for May or June.

MILES A. METZGER on Dec. 31 resigned as manager of WJRD, Tuscaloosa, Ala., which post he held under a management contract since June 1, and James R. Doss, licensee, has resumed management. Mr. Metzger has applied for the facilities of the station in an application pending before the FCC.

CHARLES BROWN, sales promotion manager for the NBC Western Division, left San Francisco Jan. 4 for the NBC Hollywood Radio Center. He was the last of the NBC network executives to be transferred to the Southern California broadcasting center.

SYDNEY GAYNOR has been appointed commercial manager of KHJ, Los Angeles, a newly-created post. Gaynor was assistant to Thayer Ridgway, commercial manager of Don Lee Broadcasting System, of which KHJ is a key station. He will function under Ridgway.

HALE BONDURANT, sales manager of WHO, Des Moines, who fractured a leg recently, returned to his office in early January. Harold Fulton, WHO merchandising manager, also has returned to work after recovering from an attack of streptococcic pneumonia while in Kansas City.

GEN. JAMES G. HARBORD, chairman of the board of RCA and chief of the Service of Supply of the A.E.F. during the World War, on Dec. 31 married Mrs. Anne Lee Brown at Rapidan, Va. She is the widow of Col. Lewis Brown, who served in the cavalry with Gen. Harbord.

HARRY SCHULER, program manager of WSAI, Cincinnati, for the last year, was transferred back to the WSAI sales department recently. No successor has been named.

ROY THOMPSON, owner of CFCH, North Bay; CJKL, Kirkland Lake; and CKGB, Timmins, Northern Ontario, has sailed for a three-month vacation in Europe.

DON ROBBINS, formerly San Francisco sales head for the McClatchy stations in California and more recently account executive at KYA, San Francisco resigned the latter post Jan. 1. His future plans were unknown.

FRANK OXART, formerly San Francisco manager for Allied Advertising Agencies and account executive of KYA, resigned Jan. 1 and on Jan. 9 joined KSFO as account executive.

FRANK COFFIN, formerly in the auto business, has joined the sales and announcing staff of KWLK, Longview, Wash.

JOHN ELMER, president and commercial manager of WCBM, Baltimore, was in Hollywood during early January on station business.

FRANK KEEGAN, sales representative of KLRA, Little Rock, Ark., on Dec. 30 married Francis Ann Earley, of Lexington, Ky. Leonard Coe, formerly of KFJZ, Fort Worth, has joined the KLRA sales staff.

JOHN FOX, for the past three years production manager of the CBS sales promotion department, has been appointed space buyer of trade paper advertising for the network and will henceforth hold down both positions.

LEONARD REINSCH, manager of WHIO, Dayton, is the father of a girl, Penelope Lou, born Jan. 6.

EDWARD SCRIVEN, formerly of BBDO, Chicago, has been named vice-president of A. C. Nielsen Co., Chicago research firm. BROADCASTING was in error Dec. 15 when it stated that Mr. Scriven will head the firm's radio index. Hugh L. Rusch, executive vice-president, is in charge of the radio index department.

THOMAS D. CONNOLLY, formerly advertising manager of Abraham & Straus, Brooklyn department store, and previously for 14 years with John Wanamaker, New York department store, as advertising and sales manager, has joined the CBS sales promotion staff in New York.

EDWARD D. CLERY, former general manager of WTNJ, Trenton, has been named commercial manager of WIBG, Glenside, Pa., succeeding T. G. Tinsley, resigned.

TED MATTHEWS, formerly with WNAX, Yankton, S. D., has joined the commercial staff of KTSA, San Antonio, heading the national accounts department, and not of WOAI as erroneously reported in the Jan. 1 BROADCASTING.

JAMES R. CURTIS, manager of KFRO, Longview, Tex., has been elected a director of the local Chamber of Commerce.

JERRY BRANCH, of the engineering department of WLW, Cincinnati, has been transferred to the office of James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, in an advisory capacity.

MARTIN BOWES, who left the sales staff of WATR, Waterbury, Conn., in the spring to direct an amusement park, has returned for the winter months.

C. W. FARRIER, television coordinator of NBC, addressed the New York Art Directors Club on Jan. 6, speaking on the present status of television development.

WALTER ELY, chief engineer of KGFW, Kearney, Neb., since 1938, on Jan. 1 became manager of that station, succeeding William E. Baker. Fred Christensen, former manager of the Grand Island studios of KGFW, has been named program director at Kearney.

BILL SANFORD, formerly with the display advertising department of the *Cedar Rapids Gazette*, has joined the sales staff of WMT, Cedar Rapids.

WILLIAM C. GILLESPIE, manager of KTUL, Tulsa, reports that Lawson Taylor is now KTUL commercial manager instead of Buryl Lottridge.

ED McCAFFERY has resigned as commercial manager of KPMC, Bakersfield, Cal., and is vacationing in Honolulu.

TOM HAMILTON, for three years a member of the advertising department of *Tide*, and previously on the sales staff of P. Lorillard & Co., recently joined the sales staff of WNEW, New York.

THEODORE M. THOMPSON of NBC's general service department, recently became administrative assistant to Walter G. Preston, NBC director of educational programs.

WALLACE S. JORDAN, formerly of McKnight & Jordan, New York, has been named radio director of William Morris Agency, Chicago talent and production firm which has moved to larger quarters on the 20th floor of 203 N. Wabash St.

T. G. TINSLEY II, onetime sales manager of WIBG, Glenside, Pa., and Donald H. Greenfield, recently with the *Philadelphia Record*, have joined the reorganized sales department of WFIL, Philadelphia.

ART MOSBY, general manager of KGVO, Missoula, recently was elected to the board of directors of the Missoula Chamber of Commerce for a three year term. He is also a member of the city park board.

RONALD B. WOODYARD, manager of WALR, Zanesville, has been appointed Muskingum County chairman for the President's Birthday Ball.

LOCAL CUPID is what the *Cleveland Press* called John Patt, manager of WGAR, because of the unusual number of marriages among his staff members, latest of them the nuptials this month of Hostess Mildred Bruder and Production Manager Carl George, which was the subject of an article by Radio Editor Norman Seigel. This fanciful cartoon accompanied the yarn and is reprinted by courtesy of the newspaper.

MRS. CLARENCE COSBY, wife of the general manager of KWK, St. Louis, is reported well on the road to recovery after having been confined to home and hospital with a serious illness for some time.

DOROTHY AYLESWORTH, daughter of the former president of NBC, was married in St. Bartholomew's Church, New York, Jan. 4, to Robert G. Knott, of New York City.

WILLIAM B. DOLPH has been elected executive vice-president and general manager of American Broadcasting Co., operating WOL, Washington. Mrs. Helen S. Mark has succeeded her husband, the late LeRoy Mark, as president.

CLINTON F. IVINS, formerly vice-president of the Pathescope Co. of America, on Jan. 1 joined Audio Productions, Long Island City, New York, in an executive capacity.

MELVIN H. DALBERG, former principal examiner of the FCC, on Jan. 9 was admitted to practice before that agency. A native of New York, Mr. Dalberg has not announced his future plans.

ROBERT J. McANDREWS, has officially taken over his post as sales promotion manager of the San Francisco office of NBC, where he was transferred from the press department several months ago.

R. L. Stricklen Jr.

R. L. STRICKLEN Jr., 29, for the last two years manager of the Staunton office of WSVA, Harrisonburg, Va., died Dec. 30 as the result of an acute attack of appendicitis. Prior to joining WSVA, he was for a number of years advertising manager of a Staunton department store.

HUGH R. BROWN has sold the *Kearney* (Neb.) *Hub*, but will retain his interest in KGFW, Kearney local, in which his wife is listed as 50% stockholder.

BEHIND the MIKE

TED REAM, formerly with WRVA, Richmond, Va., and Harry Clark, announcer for WTIC, Hartford, on Jan. 1 joined the CBS announcing staff in New York replacing Bert Parks and John Laing. Mr. Parks leaves for Hollywood for a singing-announcing assignment on the Eddie Cantor program, while Mr. Laing has accepted an RKO-Radio picture contract.

JOE MATTHEWS, formerly of KGGM, Albuquerque, has been named program director of KBIX, Muskogee, Okla. O'Darrell Cunningham, formerly with KFXR, Oklahoma City, and KBIX has joined the sales staff of WMBH, Joplin, Mo.

DOROTHY VAUTIER who has been conducting a woman's program on 2GB, Sydney, Australia, for several years, arrives in Los Angeles Jan. 23 on the *Monterey*. She will make a series of travel transcriptions for the *Australian Women's Weekly* of Sydney.

BILL KENNEDY, former Army pilot who is learning radio from the ground up, now is in the program department of WKY, Oklahoma City, receiving elementary instruction about production and programming. He has just completed a three-month tour at the WKY transmitter.

BILL EVANS, m.c. of *Top O' the Morning* on WTMJ, Milwaukee, is the father of a boy born Christmas day.

JOHN E. REILLY, program director of WMEX, Boston, was named toastmaster of a radio luncheon held by the Advertising Club of Boston.

JIMMIE WILSON, whose *Catfish String Band from Polecat Creek* was a popular novelty in early Oklahoma radio, has been named manager of the Sapulpa studios of KOME, Tulsa. He has revived the Catfish band among Sapulpa business men and airs it weekly from the KOME Sapulpa studios.

CY CAIRNS, pianist and announcer of CFQC, Saskatoon, Sask., has been appointed program director of the station.

LYLE DANIELS, member of the music production staff at KYA, San Francisco, was slightly injured Jan. 4 in an automobile accident in Oakland.

FRED GARRIGUS, announcer at WEEI, Boston, is the father of a boy born Dec. 29.

RICHARD REED, formerly of WHIO, Dayton, has joined WIRE, Indianapolis, as night operations manager.

REX FROST, CFRB, Toronto, commentator, has sailed for a European trip, to obtain facts for his *Armchair Club*.

TRO HARPER, KSFO, San Francisco, announcer and Jane McGreevy, actress, recently announced their engagement, with the wedding scheduled Jan. 31.

WILLIAM WINTER, news commentator of WBT, Charlotte, has been appointed local chairman of the committee for the celebration of the President's birthday.

EDWARD GRANEMAN, promotion manager of 20th Century Radio Productions, Hollywood, has resigned to handle publicity of the new Monkey Farm in that city.

JACK DONNELL, formerly of KUOA, Siloam Springs, Ark., has joined KWOS, Jefferson City, Mo.

KING WHYTE, formerly of KVOA, Tucson, Ariz., has been named program director of WALR, Zanesville. O. Mark McCulloch, of Muskingum College, has joined the WALR announcing staff, along with Betty Kern, of the University of Missouri.

SAM KURTZMAN, Hollywood writer, has joined the scripting staff of NBC *Bob Hope Show*, sponsored by Pepsodent Co.

SIDNEY ANDORN has been named special events director of WGAR, Cleveland, according to a recent announcement of Manager John Patt.

FLORENCE HUNTSINGER, traffic manager of KDYL, Salt Lake City, for the last four years, married Burke Braithwaite of the Civil Aeronautics Authority in December.

BILL EDMONDS, formerly of KWK, St. Louis, and other Midwest stations, has joined the announcing staff of WLW-WSAI, Cincinnati.

HAROLD DORR, pianist for the Boston Keith houses for the last 15 years, has joined WABI, Bangor, Me., as musical director. Hugh MacKinnon, formerly vocalist on sustainers, has joined the announcing staff.

GAYLOR CARTER has joined KFWB, Hollywood, as staff organist.

LESTER L. GRIFFITH, announcer of NBC-Chicago, married Marion Garner Jan. 2.

HAL BURNETT, public relations director of WBBM, Chicago, has an article titled "Radio Takes to the Highways" in the January issue of *Automobile & Trailer Travel*. The article discusses news reporting from the WBBM mobile unit.

VIRGINIA BARBER, continuity writer of Fields Brothers Enterprises, Hollywood production firm, was married Nov. 26 to Boyce Middleton, Los Angeles businessman.

PAUL HENNING, formerly of KMBC, Kansas City, and presently writer on the *Fibber McGee* show, on Jan. 8 married Ruth Barth, continuity writer and actress of NBC Chicago.

CRAWFORD SULLIVAN, continuity writer of Fields Brothers Enterprises, Hollywood, on Jan. 1 left for a year's writing in Suva.

DAVID BAYLOR, traffic manager of WGAR, Cleveland, is the father of a girl born Dec. 31. Mrs. Baylor is heard on WGAR as Shirley Selden.

THOM HAFFEY, formerly in radio in Philadelphia, St. Louis and Columbus, has been signed by the Carpenter Agency, Cleveland, for six half-hours weekly on WGAR, Cleveland, for Home-Glo Coke.

DOUGLAS EVANS, KFI-KECA, Los Angeles, announcer, has been granted a license to operate shortwave transmitter W6QUW.

CARL GEORGE, production manager of WGAR, Cleveland, is to marry Mildred Bruder, formerly WGAR hostess, late in January. New hostess is Peggy Lyndall.

STANLEY DARLING, acoustics expert of the Australian Broadcasting Commission, was in Chicago in early January to study the acoustical developments at NBC.

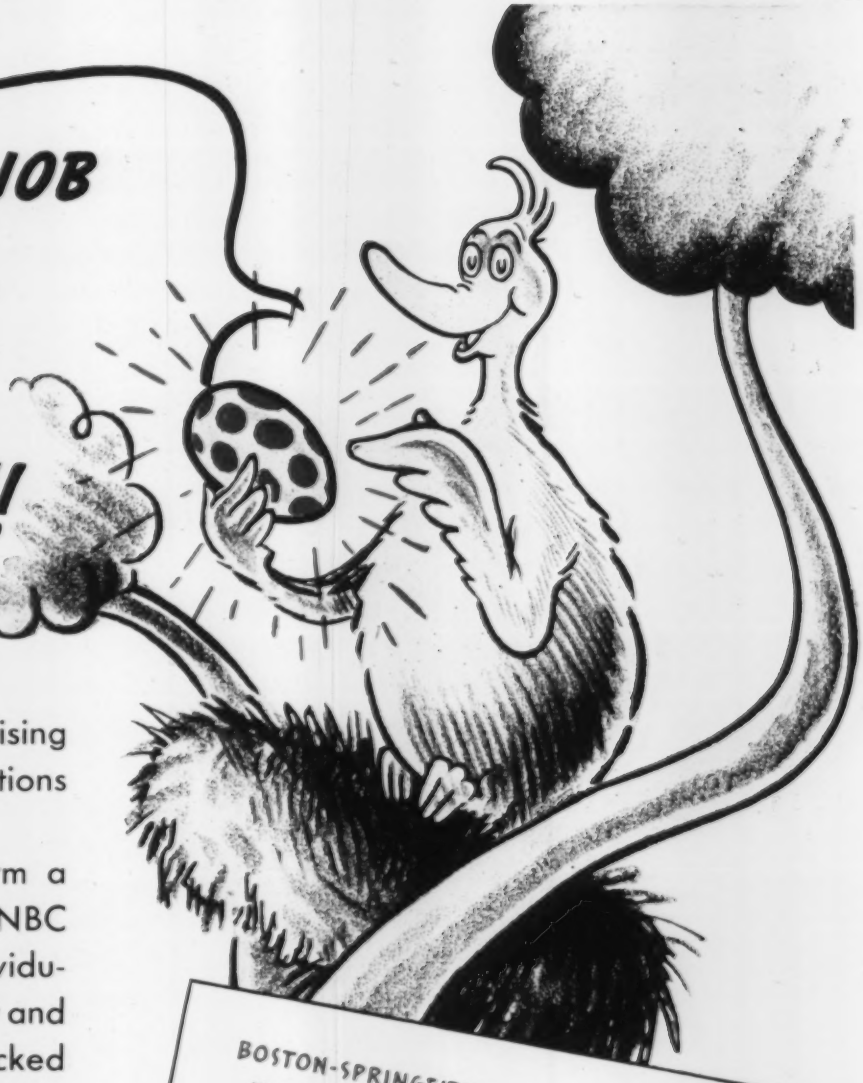
JACK WHITE, sportscaster of CKLW, Windsor-Detroit, on Jan. 7 married Wilda Arnold of the staff of CKTB, St. Catherines, Ont.

HAROLD BEAN, program director of WMBD, Peoria, Ill., for the last two years, is joining the NBC production department in Chicago Jan. 15.

CLAUDE SMITH, formerly secretary of the Cleveland Community Fund radio bureau, has joined the continuity department of WHK-WCLE, Cleveland.

GONZALEE PETERS, singer heard on WDBJ, Roanoke, Va., recently announced her marriage to Talmadge Cumbie, a non-professional.

WHEN YOU DO A JOB OF SPOTTING... REALLY SPOT 'EM !!



When you have a job of spot-advertising to do, use the NBC Programmed Stations listed herewith.

Collectively, these 15 stations form a sound pattern—the logical result of NBC Engineering and Programming. Individually, they have clear-cut local identity and prestige. This ideal local condition, backed by nationally famous NBC Network Programs, has given these stations complete command of radio homes in their markets . . . the richest markets in America. And their sales-results have written one of NBC's favorite Success Stories.

The NBC spot-advertising specialist in any of these cities, also Detroit and Hollywood, will be glad to assist you in solving your own particular spot-advertising problem.

BOSTON-SPRINGFIELD
WBZ-WBZA (990 KC)
50,000 - 1,000 Watts

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts
(1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D.C.
WMAL 500-250 Watts
(630 KC)
WRC 5,000-1,000 Watts
(950 KC)

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

CHARLES McMAHON, formerly of WNOX, Knoxville, has joined WCSC, Charleston, S. C., as program director. He will be assisted by Judy Arden, formerly of WBIG, Greensboro, N. C. The reorganized WCSC department now also includes announcers John Watkins, formerly of WHAS, Louisville, Bob Lehigh, formerly of WGRC, New Albany, Ind., and Phil Sutterfield, formerly of WHAS and WLAP, Lexington, Ky.

LEONARD L. LEVINSON, Hollywood writer on the NBC Pacific Coast sustainer, *Hall of Fun*, and Leonard Neubauer of that city, have sold a short story, *Wages of Innocence*, to Collier's magazine. It was originally written for radio.

RUTH CHILTON, women's commentator of WSYR, Syracuse, has been elected to the Syracuse Zonta Club, an organization of executive women, and the National League of American Pen Women.

BOB HUSSEY has been placed in charge of radio exploitation of Paramount Pictures, film productions and personalities, with headquarters in Hollywood. He is the father of a baby girl born Jan. 2.

Back From Gridiron

BOB REYNOLDS, after an absence of several months during which he played professional football with the Detroit Lions, has returned to the sales staff of KMPC, Beverly Hills, Cal. He is a former All-American tackle. The Detroit Lions team is owned by G. A. (Dick) Richards, who also controls WJR, Detroit; WGAR, Cleveland, and KMPC.

FRANK RAND, publicity director of CBS-Chicago, spoke Jan. 10 before the Niles Center P. T. A. on "Radio and Educational Broadcasting".

LEE CHADWICK, continuity writer of WTAR, Norfolk, has been named editor of the *Port Advocate*, monthly publication of the Norfolk Junior Chamber of Commerce.

JEFF BAKER, formerly of WTAR, Norfolk, has joined WRVA, Richmond. Mrs. Elizabeth Wilder has joined WTAR, replacing Grace Gatling, recently shifted to WRTD, Richmond, as program director.

BETTY EISLEY of KDKA, Pittsburgh, has been named assistant to Traffic Manager G. Dare Fleck by Manager S. D. Gregory. Don Dixon, formerly assistant librarian, has been promoted to librarian and Nancy Brooke his assistant.

LOWELL SLAY, new to radio, has joined the staff of WAML, Laurel, Miss., as student announcer.

H. J. McALLISTER, former chief announcer of KVI, Tacoma, has joined KVO, Missoula, as chief announcer and director of special events.

VERNON McGAHAN, announcer of KGVO, Missoula, married Florence Kliev, of Great Falls, Mont., May 31, 1938, it was announced recently.

BILLY GEYER, pianist, has joined WOAI, San Antonio, to perform with Beatrice Morin at the organ as the *Pepperettes*. Hoyt Andres, formerly of KRIS, Corpus Christi, has joined the WOAI announcing staff.

DOUG DOAN, formerly with several stations in the West, has organized a free lance agency in Tulsa to produce radio programs for individual station and network sponsors. Mrs. Doan, formerly Dorothy Demaree, is musical director of KOME, Tulsa.

Inevitable Wards

DURING George Comte's drama series, *Your Wisconsin*, which is sponsored on WTMJ, Milwaukee, by Sears-Roebuck and deals with historical episodes of the state, Actor Manfried Gross recently had the line, ". . . . and it's a good thing the Montgomery Guards got there in the nick of time". And sure enough—Gross read the line, ". . . . and it's a good thing the Montgomery Wards got there . . ."!

DAVE FULTON, announcer of WJW, Akron, on Jan. 7 married Marion Crenner, at one time with WCAE, Pittsburgh. Karl Bates, WJW announcer, also recently married Marguerite Barnett, one-time member of the WJW office staff.

KEN FROGLEY, formerly *Los Angeles Daily News* radio editor, and Constance Manrell of Vancouver, B. C., were married in the latter city Dec. 17. Frogley is now *Daily News* sports editor.

JACK WATTS, formerly of WJEJ, Hagerstown, Md., has joined the special events announcing staff of WJW, Akron.

GENE LaVALLE, formerly in charge of production at WHK-WCLE, Cleveland, has been named production manager and program director of WJW, Akron.

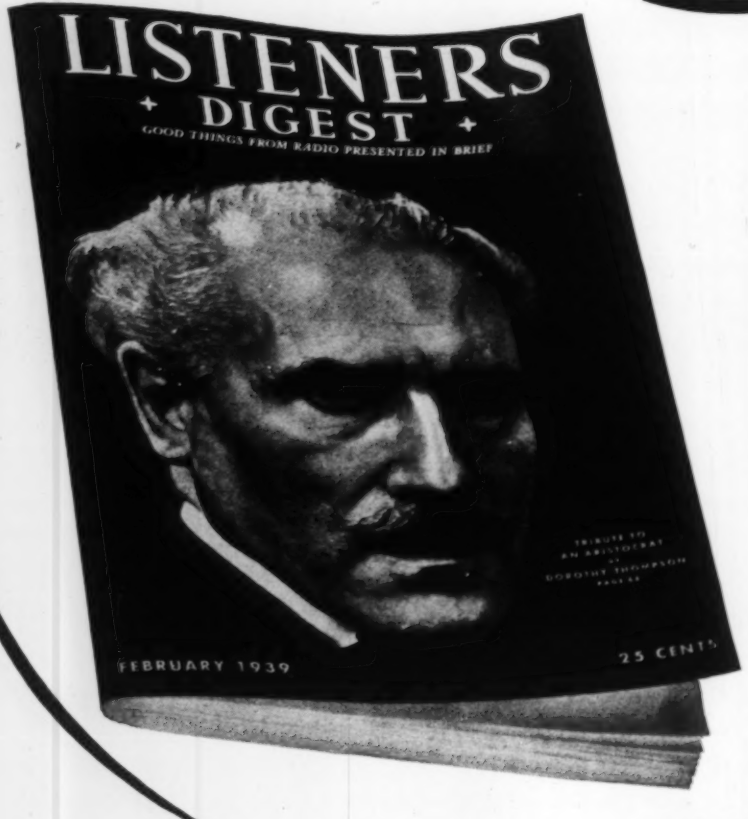
CARLOS W. HUNTINGTON, public relations director in charge of special events at KYA, San Francisco, recently was appointed to the World's Fair Advisory Commission for the city of San Francisco by Mayor Angelo J. Rossi.

MARSHA WHEELER has joined WSAI, Cincinnati, to conduct the *WSAI Wonder Kitchen*.

BILL EDMONDS, formerly of KWK, St. Louis, has joined the announcing staff of WLW-WSAI, Cincinnati.

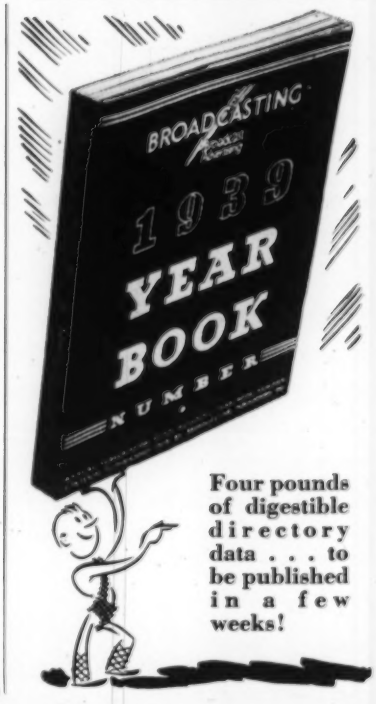
GEORGE W. IRWIN, production manager of KEHE, Los Angeles, has announced his engagement to Eleanor Smith, of Santa Monica, Cal.

Good Things from Radio—



and How!

On Sale at all News Stands Now



Four pounds of digestible directory data . . . to be published in a few weeks!

EDMUND ABBOTT and Clellan Card, announcers of WCCO, Minneapolis, received Christmas promotions to assistant production men. In addition to announcing, they will have various production assignments.

MILTON DEUTCH, formerly of WHBI, Newark, has joined WATR, Waterbury, Conn.

CELINE KOESTER, formerly heard on WNEW and WQXR, New York, has joined WATR, Waterbury, Conn., along with Don Ford.

CHARLES CUTLER, press relations head of WATR, Waterbury, Conn., and columnist for the Waterbury Democrat, has been named columnist of the *Connecticut Radio Timetable*.

AMELIA UMNITY, NBC New York fashion commentator, was in Hollywood to broadcast fashions at opening of the Santa Anita racing season, Dec. 31.

STELLA WHITE, continuity editor of WIND, Gary, has sold a dramatic script show, *Working Wife*, to the Gardiner Agency, St. Louis.

MARTIN JACOBSEN has joined the announcing staff of WCFL, Chicago, replacing Ed Burke, who has resigned to direct the radio shows of the Chicago Neological Society on WJJD.

BYRON MILLS, continuity acceptance editor at NBC, San Francisco, is recuperating in an East Oakland Hospital from an appendectomy.

E. A. STOCKMARS, program traffic supervisor of NBC-Chicago, is the father of a girl born Jan. 4.

BOB JOHNSTON has joined the art staff of the promotion department of KSO-KRNT, Des Moines.

COLE McMARTIN Jr., New York free-lancer on NBC and CBS, recently joined the announcing staff of WNAX, Yankton.

ARCHIE LEONARD and Art Brown, both from the Drake University school of radio at Des Moines, have joined WNAX, Yankton, S. D.

GRACE GATLING, formerly of WTAR, Norfolk, has been named program director of WRTD, Richmond, replacing Peco Gleason, now announcing full time and supervising the WRTD sports department.

SIDNEY ADLER, formerly night manager for WHN, New York, on Jan. 2 joined WHOM, Jersey City, to announce and take charge of production.

JACK VOTION, who recently resigned from NBC Hollywood Artists Service, has joined M. C. Levee Agency, talent bureau in that city, as an associate.

DAN SEYMOUR and Del Sharbutt, CBS announcers on the respective programs, *Aunt Jenny* and *Ask-It-Basket*, are fathers of girls born recently.

VINCENT SOREY, conductor of the *Musical Clock* orchestra on WOR, Newark, and musical director for the International Radio Club, has been appointed musical director for the International Television Radio Corp.

IREENE WICKER, formerly the *Singing Lady* and now presenting a series of *Musical Plays* for children on NBC, on Jan. 12 lectured before the script writing course of Columbia University, New York, on the writing of radio dramatizations.

VIC ROWE has been added to the announcing and newscasting staff at CFQC, Saskatoon, Sask.

JAMES HURLBUT, news editor of WJSV, Washington, is the father of a 6 pound 12 ounce baby girl, Pamela Sue, born Jan. 11.

ELLIOTT GROSS, newspaperman new to radio, has joined the announcing staff of WFMD, Frederick, Md.

"RADIO'S been good to me," smiled George M. Cohan, star of "I'd Rather Be Right" as he was greeted in Oklahoma City Jan. 6 by John Shafer, WKY special events chief. The fact that it was 6:30 a. m. didn't keep Cohan from smiling and wise-cracking nor keep WKY's mobile staff from being on the job.

J. Howard Doyle

J. HOWARD DOYLE, 29, announcer of WOR, Newark, died Jan. 3 as a result of injuries sustained in an automobile accident en route to New York from Columbus, where he had spent the Christmas holidays with his family. Mr. Doyle had announced at WMCA, New York, before joining WOR, and started his announcing career with WLW, Cincinnati.

SHORT STORY, *Hypotenuse*, written by Mrs. Dorothy Grant Franklin of the continuity department of WBT, Charlotte, has been selected by the Charlotte Writer's Club as the best story written in North Carolina during 1938.

Staff Changes at WSYR

EIGHT personnel promotions and assignments affecting the program department of WSYR, Syracuse, were announced Jan. 10 by Col. Harry C. Wilder, president. Fred R. Ripley, vice-president of WSYR and local sales manager, adds to his duties the positions of manager and treasurer of WTRY, new 1,000-watt regional assigned to Troy, N. Y., and to be licensed to the Troy Broadcasting Co., of which Col. Wilder is president. Station expects to start in the spring. Other changes send Al Parker, WSYR's chief announcer and formerly of WGY, Schenectady, to WTRY as program director as Bill Rothrum becomes head announcer of WSYR; Lansing Lindquist, WSYR continuity writer and graduate of WNBX, Utica, to program director's post while Raymond Servatius continues as continuity chief and librarian. Florence Cummings, WSYR traffic manager, retains present post and also moves up to assistant to Vice-President Ripley.

Guests at White House

AMONG the guests attending President and Mrs. Roosevelt's reception for the judiciary at the White House Jan. 5 were FCC Chairman and Mrs. Frank R. McNinch, and Commissioner T. A. M. Craven, Eugene O. Sykes, Thad H. Brown, Paul A. Walker, and Norman S. Case, along with FCC General Counsel William J. Dempsey.

THE FCC has denied as in case of default the application of KGEK, Sterling, Col., to move studio and transmitter into Denver.

SHOUSE APPOINTS PARK NBC CONTACT

ELDON PARK, assistant program manager of WLW, is taking an extensive course of study in New York and Chicago, headquarters of NBC program policies, to prepare for his appointment as NBC policy contact man for the Crosley stations. Announcement of the appointment was made by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Park will assume his new duties upon his return to Cincinnati in the near future.

Commenting on the appointment, Mr. Shouse said: "Definite recognition of the increasing importance of WLW as an originating point for both commercial and sustaining NBC programs is found in this new arrangement between Crosley Corp. and NBC." NBC commercial originations from Cincinnati have increased from three to 16 programs per week in the space of less than a year.

"It is felt by both NBC and the Crosley Corp. that this new arrangement will not only expedite the handling of Cincinnati commercial originations but will eliminate one of the primary obstacles in the path of WLW as an originating point of increasing importance in the network broadcasting field."

DR. FRANKLIN DUNHAM, NBC educational director, has been elected to honorary membership of the National Thespian Honor Society of High Schools because of his interest in high school radio groups and dramatic organizations. The honor will be conferred at the Society's annual meeting in May.

Network Net Worth Nil!

Network stations regardless of power or location do not serve the WTBO service area consistently or effectively.

WTBO is the only station with a consistently satisfactory signal in Maryland's second richest market and the vast contiguous area in 17 counties in Pennsylvania, Virginia, West Virginia and Maryland.

★ NO NETWORK STATIONS SERVE THIS CITY . . .

WTBO

Cumberland, Maryland

800 KC · CLEAR CHANNEL · 250 WATTS

NATIONAL REPRESENTATIVE: Joseph H. McGillvra

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Deisel-Wemmer-Gilbert, Lima, O. (R. G. Dun cigars), weekly *sp*, thru Brace Beemer, Detroit.
Smith Bros., Poughkeepsie, N. Y. (proprietary), 4 *sa* weekly, thru Brown & Tarcher, N. Y.
Rio Grande Valley Citrus Exchange, Dallas, 3 *sa* weekly, thru Leche & Leche, Dallas.
Lever Bros Co., Cambridge (Spry), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Ex-Lax Mfg. Co., Brooklyn, 10 *sa* weekly, thru Joseph Katz Co., Baltimore.
Chrysler Corp., New York (Dodge), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Pacquin Inc., New York (cosmetics), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), weekly *sa*, thru Compton Adv., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 7 *sa* weekly, thru Wm. Esty & Co., N. Y.
Sedarex Co., Minneapolis (proprietary), 6 *sa* weekly, thru Campbell-Mithun, Minneapolis.
Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 5 *sa* weekly, thru Morse International, N. Y.
Practical Diesel Training Co., Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.

WGY, Schenectady

M. J. Breitenbach Co., New York (proprietary), 3 *sa* weekly, thru Morse International, N. Y.
Curtice Bros. Co., Rochester (food), weekly *sp*, thru N. W. Ayer & Son, Philadelphia.
E. L. Knowles, Springfield (Rubine), 6 *sa* weekly, thru Lawrence M. O'Connell, Springfield.
Richfield Oil Corp., New York, 5 *sa* weekly, thru Sherman K. Ellis, N. Y.
Tidewater Associated Oil Co., New York, 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Williamson Candy Co., Chicago (Oh Henry), 5 *ta* weekly, thru John H. Dunham Co., Chicago.

WBT, Charlotte, N. C.

American Chicle Co., Long Island City, 8 *ta* weekly, thru Badger and Browning & Hershey, N. Y.
Standard Oil Co., New York (Esso), 4 *sp* daily, 52 weeks, thru Marschalk & Pratt, N. Y.
P. Lorillard & Co., New York (cigarettes), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Olson Rug Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Benjamin Moore Co., New York (paint), 2 *sp* weekly, direct.
Lily Mills Co., Shelby, N. C. (thread), 3 *sa* weekly, thru Bennet Adv. Co., High Point, N. C.

WDBJ, Roanoke, Va.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 5 *ta* weekly, thru Joseph Katz Co., N. Y.

KDKA, Pittsburgh

Standard Oil Co. of N. J., New York, 4 *sp* daily (renewal), thru Marschalk & Pratt, N. Y.
Pacquin Labs., New York (cosmetics), 5 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly thru Rogers & Smith, Chicago.
Richfield Oil Co., New York, *sa* series, thru Sherman K. Ellis & Co., N. Y.
Williamson Candy Co., Chicago, *ta* series, thru John H. Dunham Co., Chicago.
Mail Pouch Tobacco Co., Wheeling (chewing tobacco), 6 *sp* weekly, thru Merrill Adv. Co., N. Y.
Air Conditioning & Training Corp., Youngstown, weekly *t*, thru National Classified Adv. Agency, Youngstown.
Olson Rug Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines

Paxton & Gallagher, Omaha (Butternut coffee), 312 *sp*, thru Buchanan-Thomas Adv. Agency, Omaha.
B. F. Goodrich Co., Akron, 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Flex-O-Glass Mfg. Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Household Magazine, Topeka, 12 *sp*, thru Presba, Fellers & Presba, Chicago.
Oshkosh Overall Co., Oshkosh, Wis. (Oshkosh B'Gosh) 39 *sp*, thru Ruthrauff & Ryan, N. Y.
Interstate Transit Lines, Omaha, 65 *sa*, thru Beaumont & Hohman, Omaha.

WADC, Akron

Centlivre Brewing Co., Fort Wayne (Nickel Plate beer), 4 *sa* weekly, thru Suedhoff & Co., Fort Wayne.
Kraft-Phenix Cheese Co., Chicago (Parkay), 15 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Miles Laboratories, Elkhart, Ind., 3 *t* weekly, thru Wade Adv. Co., Chicago.
Smith Bros., Poughkeepsie, N. Y. (proprietary), 5 *sa* weekly, thru Brown & Tarcher, N. Y.
Cleveland Cleaner & Paste Co., Cleveland (Walvet), 30 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

CJBR, Rimouski, Que.

J. O. Lambert, Montreal (Sirop Lambert), 100 *t*, thru J. E. Huot Agency, Montreal.
Standard Brands, Montreal (Fleischmann's yeast, Magic baking powder, Tender Leaf tea) 39 *sp*, 17 *sp*, 39 *sp*, thru J. Walter Thompson Co., Montreal.
Walter M. Lowney Co. Montreal (chocolate), 17 *sp*, thru A. McKim Ltd., Montreal.

KPO, San Francisco

Narbet Food Co., Huntington Park, Cal., (Marco pet food) weekly *sp*, thru Long Adv. Service, San Francisco.
National Porcelain Co., Trenton, N. J. (ash trays) 6 *sa* weekly, direct.
Artichokes Ltd., Campbell, Cal. (artichoke bread) 3 *sa* weekly, thru Long Adv. Service, San Francisco.
North American Accident Insurance Co., Newark (accident insurance) 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
McFadden Publications, New York (True Story magazine) 5 *t* weekly, thru Kenyon & Eckhardt, N. Y.
Firestone Tire & Rubber Co., Akron (tractor tires) 2 *t* weekly, thru Sweeney & James, Cleveland.

KFI, Los Angeles

MacFadden Publications, New York (True Stories), 5 *t* weekly, thru Kenyon & Eckhardt, N. Y.
Ex-Lax Inc., Brooklyn, N. Y. (laxative), 150 *ta*, thru Joseph Katz Co., Baltimore.
North American Accident Insurance Co., Newark, (insurance), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WEEI, Boston

Helena Rubenstein Inc., New York, 2 *sp* weekly, thru Pettingell & Fenton, N. Y.
Cranberry Canners, S. Hanson, Mass., daytime *sa* series, thru Harry M. Frost Co., Boston. American Popcorn Co., Sioux City, Ia., *sa* series, thru Coolidge Adv. Co., Des Moines.
Lever Bros. Co., Cambridge (Spry), *sa* series, renewal, thru Ruthrauff & Ryan, N. Y.

CFCF, Montreal

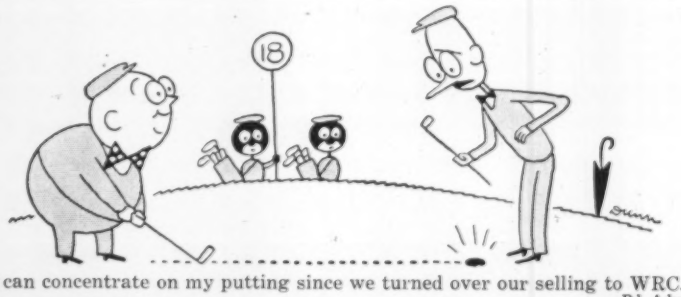
Geo. Weston Co., Toronto, (biscuits) weekly *t*, thru Richardson-McDonald Adv. Service, Toronto.
Justrite Pet Foods, Montreal, weekly *t*, thru J. J. Gibbons, Montreal.
Kik Co. Montreal, (soft drink), weekly *t*, thru General Broadcasting Co., Montreal.
Oxo Co. of Canada, Toronto, (extracts) 52 *sa*, thru A. McKim Ltd., Montreal.

KFBK, Sacramento

Standard Oil Co. of Cal., San Francisco, 3 *sa* daily, 52 weeks, thru McCann-Erickson, San Francisco.
Rumford Chemical Works, Providence (baking powder), 3 *sa* daily, 52 weeks, thru Atherton & Currier, N. Y.
Aurora Laboratories, Chicago (proprietary), 2 *sp* weekly, thru Erwin Wasey & Co., Chicago.

KJBS, San Francisco

Morris Plan Co., San Francisco (loans and savings) 6 weekly *sa*, thru Leon Livingston Adv. Agency, San Francisco.



I can concentrate on my putting since we turned over our selling to WRC.
Pd. Adv.

WOR, Newark

Kirkman & Sons, Brooklyn, 3 *sp* weekly thru N. W. Ayer & Son, N. Y.
New York Telephone Co., New York, 5 *sp* weekly thru BBDO, N. Y.
Winter & Co., New York (Musette pianos), weekly *sp*, thru S. C. Croot Co., N. Y.
Quaker Oats Co., Chicago (Ful-O-Pep poultry feed), weekly *sp*, thru Benton & Bowles, Chicago.
Refrigeration & Air Conditioning Institute, Chicago, weekly *sp*, thru James R. Lunke & Associates, Chicago.
North American Accident Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Gambarelli & Davitto, N. Y. (wines), weekly *sp*, thru De Biasi Adv. Agency, N. Y.
Tidewater Associated Oil Co., New York, 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Childs Co., New York (restaurant chain), 3 *sp* weekly, thru Blackett-Sample-Hummert, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (soaps), 10 *t* weekly, thru Benton & Bowles, N. Y.

KNX, Hollywood

Household Magazine, Topeka, (publication), 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Helms Bakeries, Los Angeles (chain bakery), 6 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Los Angeles Soap Co., Los Angeles (White King soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.
Fisher Flouring Mills Co., Seattle (Biscuit-Mix), 6 *sp* weekly, thru McCann-Erickson, Los Angeles.
Rumford Chemical Work, Providence, R. I. (baking powder), 12 *sa* weekly, thru Atherton & Currier, N. Y.
Pacquin Laboratories, New York (hand cream), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Washington State Apples, Wenatchee, Wash., 6 *sp* weekly, thru J Walter Thompson Co., San Francisco.

WHN, New York

Mellquist Reducing & Cosmetic Salon, New York, 6 *sa* weekly, 52 weeks, thru Frank Kiernan & Co., N. Y.
Mirrolike Mfg. Co., Long Island City, N. Y. (furniture polish), 2 *sa* weekly, 52 weeks, thru Fishler, Zealand & Co., N. Y.
I. J. Fox, New York (furriers), 21 *sp* and 56 *sa* weekly thru Lew Kashuk Agency, New York.
Carter Medicine Co., New York (liver pills), daily *sa*, 52 weeks thru Street & Finney, N. Y.

WDBJ, Roanoke, Va.

Rumford Chemical Works, Providence (baking powder), *sa* series, thru Atherton & Currier, N. Y.
Southern Dairies, Washington (ice cream), 5 *t* weekly, direct.
Richfield Oil Co. of N. Y., 5 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.

KDYL, Salt Lake City

Wander Co., Chicago (Ovaltine), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Union Pacific Railroad, Omaha, 156 *sa*, thru Caples Co., Omaha.

KMPC, Beverly Hills, Cal.

Compagnie Parisienne, San Antonio, Tex., (perfume), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KMJ, Fresno, Cal.

Standard Oil Co. of Cal., San Francisco, 3 *sa* daily, 52 weeks, thru McCann-Erickson, San Francisco.

WABC, New York

B. Fischer & Co., New York (Astor coffee), 3 *sp* weekly, thru Neff-Rogow, N. Y.

Radio Advertisers

HELENA RUBENSTEIN, New York (cosmetics), on Jan. 10 started a campaign on WEEI, Boston, consisting of two quarter-hour programs weekly *This Way to Beauty*, which will run for 13 weeks to advertise the opening of her new beauty salon in Boston. The programs are made up of talks giving hints on beauty by Madame Angela, woman commentator. Hartman & Pettingell, New York, placed the account.

HANOVIA CHEMICAL & MFG. Co., Newark (sun lamps), on Jan. 7 renewed its 10-minute Saturday program *Sunshine in Your Home* on KYW, Philadelphia. The program, consisting of live announcements and NBC Thesaurus music, was tested throughout December and will be continued during February and March. Scheck Adv. Agency, Newark, handles the account.

CALIFORNIA Food Products, Oakland (Calo pet food) recently contracted with KSFO, San Francisco, for release of three evening news broadcasts weekly with Bob Garred as newscaster, placed through Emil Brisacher & Staff, San Francisco.

WINTER & Co., New York, makers of Musette pianos, is sponsoring a series of broadcasts featuring Louise Wilcher playing a Musette on WOR, Newark, and WGN, Chicago. The programs are heard Tuesdays, 5:45-6 p. m. Account is handled by Samuel C. Croot Co., New York.

NASSOUR BROS., Los Angeles (cosmetics), which has appointed Hugo Scheibner Inc., that city, to direct advertising and to promote 42 Eucalyptus Oil Shampoo, is planning a spot announcement campaign, using 11 major Pacific Coast stations. Starting date has not been revealed. A contest will be conducted along with the spot campaign. Edwin D. Klein is the agency account executive.

HEALTHAIDS Inc., Jersey City (Serutan), has increased its advertising budget 50% for 1939, M. B. Rosenhaus, president, has announced. Detroit, Cleveland and Los Angeles markets are being opened, and extensive newspaper advertising will supplement radio in New York, New England, Philadelphia, Chicago and other established markets. Austin & Spector Co., New York, handles the account.

LIGGETT DRUG Co., New York, has begun sponsorship of three quarter-hours of the *Morning Almanac*, Phil Cook's daily program on WABC, New York, each week, broadcasting Monday, Wednesday and Friday from 7:30-7:45 a. m. Neff-Rogow, New York, is the agency.

EVANS FUR Co., Chicago, has enlarged its schedule of quarter-hour series featuring Dr. Preston Bradley, religious commentator, to thrice weekly. Auspitz & Lee, Chicago, is agency.

General Mills Agencies

DONALD D. DAVIS, president of General Mills, Minneapolis, in recent letter to media carrying General Mills advertising schedules clarified agency alignments for the firm's products. Effective June 1, 1939, he said, Blackett-Sample-Hummert will have sole agency responsibility for advertising Gold Medal "Kitchen-Tested" flour, Korn Kix and Softasilk Cake Flour, while Knox Reeves Advertising solely will handle Wheaties and Bisquick.

CHIP STEAKS Co. of California, Los Angeles (frozen meat products), out of radio for some months, thru Glasser Adv. Agency, that city, on Jan. 9 started using daily spot announcements on KFVD and in February will expand activity to include other Southern California stations. An extensive West Coast campaign is contemplated for late winter.

LEVER BROS., for Lux and Lux Toilet Soap, started Jan. 6 a half-hour weekly French language studio show over a network of Quebec stations. J. Walter Thompson & Co. handled the account.

COCA COLA Bottling Works, Cincinnati, has renewed its *Civic Club of the Air*, twice-weekly five-minute program of church and fraternal news, for 52 weeks on WCKY, Cincinnati, making the tenth consecutive year for the feature on WCKY.

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), has renewed for six months its sponsorship of John B. Hughes' news program twice weekly on KFRC, San Francisco; KDON, Monterey; KQW, San Jose; and KIEM, Eureka, Cal. Biow Co., New York, placed the account.

BINKLEY COAL Co., Kansas City, is sponsoring the broadcast by transcription of Kansas U basketball games on WREN, Lawrence. Due to prior commercial commitments, the games, starting at 7:30 p. m., are transcribed and broadcast later.

MULVENEY'S REMEDIES, Toronto, which has been using small stations for its patent medicine products, has started a test on larger stations, by using CFRB, Toronto, exclusively to push one of its products, and will expand if the program is successful. Tandy Advertising Agency, Toronto, placed the account.

LEE MACK MARSHALL on Jan 1 became advertising manager of the Continental Baking Co., New York, (Wonder Bread and Hostess Cakes) replacing Cedric Seaman, now director of sales and advertising.

WESTERN CANADA Flour Mills, Toronto, (Purity Flour) starts on Jan. 16 a weekly live talent program and contest in western Canada on CJOR, Vancouver; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CFPR, Prince Rupert, B. C.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKBI, Prince Albert, Sask.; CFQC, Saskatoon, Sask.; CKCK, Regina; CJGX, Yorkton, Sask.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CJRC, Winnipeg; and CKPR, Fort William, Ont. Account was placed by A. McKim Ltd., Toronto.

GAMBARELLI & DAVITTO, New York (wines), on Jan. 6 renewed its *Moonbeams* program for 26 weeks on WOR, Newark, WAAB, Boston, and WOL, Washington. The program under the direction of George Shackley, conductor, has been shifted back to the late evening spot, 11:15-11:45 p. m., which made it famous for six consecutive years from 1929 to 1935 before it left the air to return last fall at an earlier hour. De Biasi Adv. Agency, New York, handles the account.

OLE'S CHILI PRODUCTS Co., Chicago, on Jan. 4 started a weekly quarter-hour series in Swedish dialect, *Ole's Phoolosophy*, on WIND, Gary. Agency: Dasho-Rogers, Chicago.

WILLIAM R. WARNER & Co., Toronto (Sloan's Liniment) has started five weekly transcribed spot announcements on CFCY, Charlottetown, P. E. I.; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CJKL, Kirkland Lake, Ont.; CJIC, Sault Ste. Marie, Ont.; CKGB, Timmins, Ont.; CKBI, Prince Albert, Sask.; CFGP, Grande Prairie, Alberta; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; and CJAT, Trail, B. C. James Fisher Co., Toronto, placed the account.

PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

Going—
UP
UP
UP
UP
UP
UP!

We have a mania at WWVA for smashing records! Eyes are continually glued on those monsters — "last year's figures", with but one ambitious vengeance in mind—BREAK 'EM!

1937 was the all-star year for that famous WWVA Jamboree, with 106,123 turning the stile, which meant a terrific job of "breaking" for 1938. But after the final shot was fired and the smoke cleared away Saturday, December 31, we did it with a "paid" for 1938 of 107,061.

That, we can assure you, was a job of jobs for a year that columnists tell us was not so hot. Up, Up, Up, Up, Up and UP for six interesting years, have gone our Saturday night Jamboree attendance records; all of which speaks volumes for the listener loyalty enjoyed by "The Friendly Voice From Out of the Hills of West Virginia".

Yes, and we broke our all-time annual mail record during 1938, with 295,180 letters!

Do you have a sales record to break? Let's take a look at it!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 kilocycles

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

"The Shadow Of Fu Manchu"
Radio's greatest serial, available for national sponsor!
The sensational, madly scheming Dr. Fu Manchu—in a thrilling serial, crammed with drama, romance, intrigue and destined for radio history during 1939. A fifteen minute program dramatized three times weekly. Wire for full details!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

AMERICA'S 4th MARKET
KEHE
IS *GOOD* INSURANCE
IN LOS ANGELES

The Hit Show of the Year

Copyright 1937, Frederic W. Ziv, Inc.

The freshest thing in town!

"Has clicked here 100%."
Cherry City Baking Co., Salem, Ore.

"The program sold 9 tons of cakes in one week in Atlanta."
Columbia Baking Co., Atlanta, Ga.

"Sales at highest point in 55 years thanks to your program."
Rubel Baking Co., Cincinnati, O.

"Tremendously pleased with results."
Walla Walla Baking Co.,
Walla Walla, Wash.

260 15-MINUTE EPISODES
COMPLETE MERCHANDISING PLAN

FREDERIC W. ZIV, INC.
2436 Reading Road
CINCINNATI, OHIO

PROCTER & GAMBLE, for Ivory Soap, has renewed for one year the daily Italian quarter-hour, *Ivory Masques*, on WOV, New York, and WPEN, Philadelphia. In addition to *Ivory Masques* Procter & Gamble sponsors two other 15-minute shows, *Meditations* for Camay soap, and *Album of Love* for Oxydol. Agency: Compton Advertising Inc., N. Y.

CAMPBELL SOUP Co., Camden, has added two five-minute news periods on WMAQ, Chicago, making a total of 18 newscasts weekly featuring Fort Pearson in *Campbell's Condensed News*. Ward Wheelock Co., Philadelphia, is agency.

ONTARIO Hydro-Electric Power Commission, government-owned utility, plans a spring and fall *Old Fashioned Garden of Melody* series of broadcasts on a small Ontario network to run 13 weeks each season. MacLaren Adv. Co. Ltd., Toronto, is in charge of the account.

IDAHO AUTOMOBILE ASSOCIATION, Boise, in a campaign to curb careless and reckless driving, is using a weekly quarter-hour transcribed program, *Cavalcade of the Highway*, on KIDO, KTFI and KID. Other stations are to be added during the campaign. Series was produced by Peck Radio Productions, Los Angeles.

BURI BAKING Co., Eau Claire, Wis., on Jan. 16 starts *Adventures of Ace Williams*, five weekly quarter-hour disc show, on WEAU, that city. W. E. Long Co., Chicago, handles the account.

RALSTON-PURINA & Co., Woodstock, Ont., (Purina Flour) is expanding the *Checkerboard Time* transcription series which after Jan. 16 goes on CFRB, Toronto; CFCY, Charlottetown, P.E.I.; CFNB, Fredericton, N.B.; CFCO, Chatham, Ont.; CBO, Ottawa. James Fisher & Co., Toronto, handled the account.

IT WAS a happy event for (left to right), Donald W. Thornburgh, CBS Pacific Coast vice-president; Chester J. LaRoche, president of Young & Rubicam Inc.; Rosalind Russell, Screen Actors Guild talent committee member and Col. J. Frank Drake, president of Gulf Oil Corp., when the Hollywood Guild was launched Jan. 8 on 61 CBS stations. Series presented under auspices of Screen Actors Guild is being sponsored by Gulf Oil Corp., with the Motion Picture Relief Fund netting in the neighborhood of $10,000 weekly for duration of the contract.

NATIONAL TEA Co., Chicago, on Jan. 9 started *Junior & Sis*, a quarter-hour five-weekly script show, 10-10:15 a. m. (CST) on WGN, Chicago. It is understood that the show may be used in other markets following a test period. Agency: Stack-Goble Adv. Agency, Chicago.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Jan. 9 started a transcription campaign of its MBS program *Voice of Experience*, consisting of three quarter-hour broadcasts weekly on 10 Canadian stations. Erwin, Wasey & Co., New York, placed the account.

WALTER M. LOWNEY & Co., Montreal, (chocolates) has renewed for 13 weeks a weekly hour French variety show with CKAC, Montreal, as key station, and CHLN, Sherbrooke; CHRC, Quebec; CJBR, Rimouski; CKCH, Hull; CHLT, Three Rivers, on the network. A. McKim Ltd., Montreal, placed the account.

COLONIAL BEACON OIL Co., Boston (Esso), on Jan. 2 contracted for the three five-minute *Esso Reporter* news broadcasts a day, six days a week, on WCSH, Portland, and WLBZ, Bangor, Me., through Marschalk & Pratt, New York.

McCONNON Co., Winona, Minn. (foods and cosmetics), on Jan. 3 started *Your Friendly Neighbor*, twice weekly quarter-hour show featuring Chauncey Parsons, tenor, on WBBM, Chicago, thru McCord Co., Minneapolis.

CONSOLIDATED DRUG Products Co., Chicago, on Jan. 11 started an hour program on WMCA, New York, six times weekly, 4-5 p. m. to promote various products. The program features Zeke Manners and hillbillies, and will run for 13 weeks at the end of which time other stations may be added. Agency: Benson & Dall, Chicago.

AGENCY *Appointments*

ELIZABETH ARDEN, New York (cosmetics), to Cecil & Presbrey Inc., N. Y.

ROMA WINE Co., Lodi, Cal. (Cella grape juice), to Cessna & Assoc., San Francisco.

THE ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn Cough Remedy), to Chas. Dallas Reach Co., Newark. Radio, newspapers, and car cards will be used.

PREMIER-PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to Lord & Thomas, Chicago. No radio plans for present.

GORHAM Co., Providence, R. I. (goldsmiths), to Abbott Kimball Co., N. Y., effective Jan. 1.

WM. UNDERWOOD Co., Watertown, Mass. (soups, deviled ham), to BBDO, N. Y., effective Jan. 1.

BUDGET FINANCE PLAN, Los Angeles (savings), to Stodel Adv. Co., Los Angeles.

BOSTON & MAINE Railroad, Boston, to Harold Cabot & Co., Boston, effective Feb. 1.

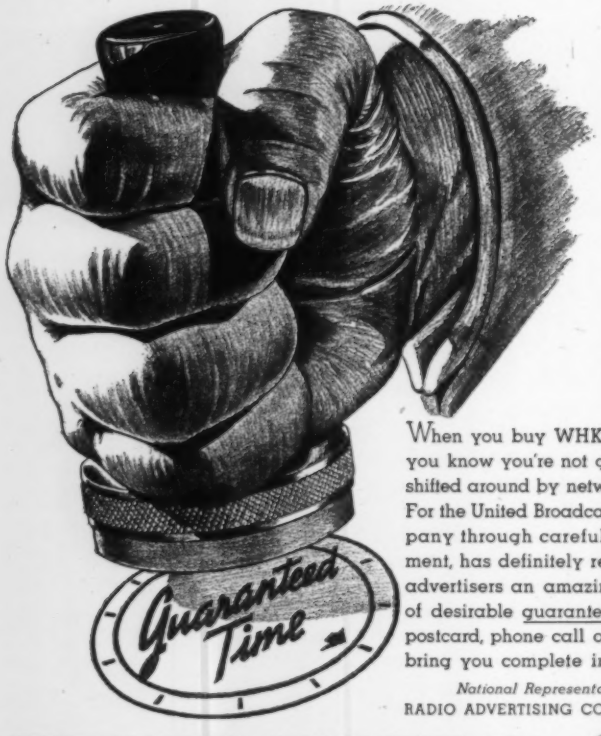
BEECHNUT Packing Co., New York, to Alley & Richards Co., New York, for its biscuit and cracker division.

PETER DOELGER BREWING Corp., Harrison, New York, to Platt-Forbes, New York, for First Prize Beer and Ale.

Typical Film Premiere For New Gulf Program

SCREEN Actors Guild series, titled *Hollywood Guild*, which started Jan. 8, Sun., 7:30-8 p. m. (EST), for 39 weeks under sponsorship of Gulf Oil Corp., Pittsburgh (gasoline), on 61 CBS stations from El Capitan Theatre, Hollywood, was given a premiere rivaling a film opening. Col. J. Frank Drake, president of Gulf Oil Co., Pittsburgh, Chester La Roche and S. S. Larmon, president and vice-president, respectively of Young & Rubicam, New York, as well as the biggest names in Hollywood radio and motion pictures attended the initial broadcast.

More than 1,000 Screen Actors Guild members have volunteered services for the series. Screen Directors Guild and Screen Writers Guild are also actively cooperating. Sponsorship of the series by Gulf Oil Corp. will net the Motion Picture Relief Fund $10,000 weekly. Tom Lewis of Young & Rubicam Hollywood staff is supervising production of the series. Agency writers are Jess Oppenheim, Charles Pazwell, and Sam Kurtzman, with Austin Peterson, supervisor.



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives:
RADIO ADVERTISING CORPORATION

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

WSYR
Lowest Cost per Listener
.. Both RED & Blue NBC shows
SYRACUSE

TRANSCRIPTIONS

C. P. MacGREGOR, Hollywood transcription concern, has signed the following as new subscribers to its program library service: WHEB, Portsmouth, N. H.; KGEK, Sterling, Colo.; KABR, Aberdeen, S. D.; KGKB, Tyler, Tex.; WSFA, Montgomery, Ala.; WHMA, Anniston, Ala.; WHBU, Anderson, Ind.; KYOS, Merced, Cal.; KMPC, Bakersfield, Cal. Firm is recording a series of symphonic programs under direction of Dr. Nikolai Sokoloff, which will be placed on stations nationally by the WPA.

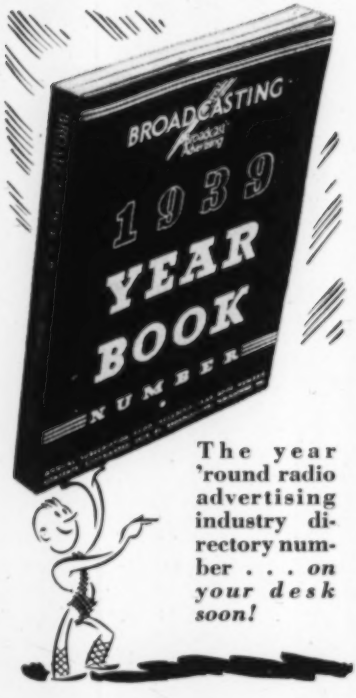
MERTENS & PRICE, Los Angeles production unit, is producing a new 39-episode quarter-hour southern dramatic serial, *Coon Hollow*, written by Mary Margaret Headley. Series is being cut by Recordings Inc., Hollywood, under direction of R. Calvert Haws. It features the Headley Players of Springfield, Mo. Firm has completed a new quarter-hour transcribed series titled *Leisure House*, directed to the electrical appliance trade.

ASSOCIATED Cinema Studios, Hollywood transcription and production firm, early in January filed bankruptcy proceedings. Firm was started 11 years ago by Freeman Lang, now in Honolulu. He sold out two years ago to stockholders of a firm which changed the name. Mark L. Gerstle, vice-president of the Emporium, San Francisco department store, was president of Associated.

AKERS-HUMPHREY Productions, new Hollywood production unit, has been formed with headquarters at 1611 Cosmo St. Jerry Akers, formerly Denver radio executive, is president. Other officers include Albert P. Lapic, vice-president; Malcolm Eagle, secretary and C. S. Humphrey, treasurer.

FRED CANNON, of the Calgary office of All-Canada Radio Facilities Ltd., has been transferred to the transcription department of the Toronto office.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KPLT, Paris, Tex.; WICA, Ashtabula, O.; KID, Idaho Falls, Ida.



The year 'round radio advertising industry directory number . . . *on your desk soon!*

WFBR PREDICTS
for BALTIMORE--1939

♈ *January, February: Lots of cold, lots of precipitation, lots of slush, lots of "dirty weather."*

Baltimoreans will buy drugs, cold remedies, coal, fuel-oil, anti-freeze, skid-chains, galoshes, good, solid foods! And a lot of them, fleeing to kindlier climes, will buy vacation togs.

♉ *March, April: Spring rains, spring sunshine, relapse into winter, Easter weather.*

Baltimoreans will splurge on Spring finery, new cars, more gas and oil, will attend races and "Point-to-Points," will visit the cherry blossoms in Washington. Lots of parties; grocers and liquor dealers wear happy smiles.

♊ *May, June: Spring flowers and a foretaste of summer. The Preakness at Pimlico. Graduations. Bevies of Beautiful Brides.*

Baltimoreans go home-hunting, furniture business booms, jewelers celebrate their "second Christmas," caterers work overtime. Golf gets going; nineteenth hole gets busy.

♋ *July, August: "Is it hot enough for you?"*

Brewers and bottlers rush; ice cream goes on the daily diet. Summer clothes and air-conditioning sales soar, sunburn counts its victims by the thousands. Lots of Baltimoreans vacation right on the beautiful Chesapeake, so food sales in Maryland know no summer drop-off.

♌ *September, October: Late hot spell that lingers after Labor Day—then snappy fall—with Indian Summer. Football weather at last.*

Baltimoreans change into winter-weights, lay in season's supply of fuel, shop for new oil-burners.

♍ *November, December: From Indian Summer to zero. Auto Show—Last of the races; Turkey Day and Christmas Spirit.*

Baltimoreans will spend more money in November and December than in any other four months!

In short--there are going to be lots of business opportunities--and the best way to meet those opportunities halfway is on Baltimore's favorite airway--WFBR.

IN BALTIMORE THEY LISTEN TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

JACKSON

N.B.C.

F. O. B. THIRTY-NINE

550 new homes during the first eleven months of 1938 (20% more than in the entire year of 1937); 98.72% of its office space occupied; one of the best places in the United States for "concentrating sales efforts, for collections and for promoting business operations". (See Forbe's Magazine, December 1st, 1938).

Those are facts of 1938 about Jackson.

Translate them into terms of profit for 1939. Invest your advertising dollars with WJDX, Mississippi's dominant radio station.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Agencies

DONALD H. CRANDAL has been named production director of the reorganized radio department of H. Charles Sieck Inc. Ltd., Los Angeles, agency.

W. B. GEISSINGER, for the last several years advertising manager of California Fruit Growers Exchange, will join the Chicago office of Lord & Thomas Feb. 1 in an executive capacity.

JEFF WADE, formerly of WLS, Chicago, has joined Wade Advertising Agency, Chicago, as continuity writer.

ROBERT P. ROBINSON, account executive of Lord & Thomas, Chicago, for the last 14 years, has taken an indefinite leave of absence for travel and recreation.

DOE - ANDERSON Advertising Agency, Louisville, Ky., is the new name of the former Elmer H. Doe Agency, effective Jan. 1, with no change in personnel, address or ownership.

E. GARRISON METTEE, veteran advertising executive and specialist on shoe merchandising, has joined Fulton, deGarmo & Ellis Inc., New York, as vice-president. He will have general charge of coordinating the business in addition to servicing his personal accounts.

HARTMAN & PETTINGELL, New York, advertising agency recently formed from the L. H. Hartman Co. and Pettingell & Fenton, Inc., will move early in February from 444 Madison Avenue, New York, to 50 Rockefeller Plaza, with the new telephone number Circle 7-4664.

Geissinger to L & T

W. B. GEISSINGER has resigned as advertising manager of the California Fruit Growers' Exchange, Los Angeles, to accept an executive position in the Chicago office of Lord & Thomas. Under his direction as advertising manager, more than 75% of Sunkist's total of $27,000,000 in advertising investment has been made. He will assume his new duties in Chicago on Feb. 1. He is a former vice-president of the Association of National Advertisers and participated in formation of the Traffic Audit Bureau.

JAMES PARKS, formerly radio director of William Morris Agency, Chicago, has been named assistant to Charles Claggett, radio director of Gardner Adv. Co., St. Louis.

JIM BEALLE, formerly assistant, has been elevated to publicity director of J. Walter Thompson Co., Hollywood, succeeding Ed Fortman, resigned to form his own publicity firm.

CARROLL O'MEARA, radio producer of Young & Rubicam, Hollywood, married Jean Van der Pyl, radio and film actress, Jan. 1.

MARJORIE LOVINGER, radio writer, has joined Malcolm-Howard Adv. Agency, Chicago.

MEREDITH PAGE, recently director of the Ohio State U. radio workshop, and previously announcer and program director at WOR, Newark, joined the radio department of N. W. Ayer & Son, New York, late in December as a commercial writer.

WILLIAM M. TYACK, former vice-president of the Amsterdam Agency, New York, which was recently dissolved, on Jan. 1 joined Metropolitan Adv. Co., New York, to head the resort and transportation advertising department.

MACKAY-SPALDING Co., New York, has announced the election of the following officers: H. K. Stroud, president; James Mackay, vice-president; C. Henry Fallass, treasurer; and William L. Rech, secretary.

GEORGE H. PIERRE, formerly merchandising counsel for several national advertisers, has joined J. M. Korn & Co., Philadelphia, as head of merchandising activities.

GARDNER ADV. Co., St. Louis and New York, has announced that effective immediately the space buying, art, copy and production departments of the New York office are being transferred to St. Louis, while the executive headquarters and radio department will remain in New York under direction of H. S. Gardner, chairman of the board, and Roland Martini, radio director. Fred Kenkel, media director, will work back and forth between the two offices.

Cecil and Presbrey Merge New York Agency Firms

THE advertising agencies of Cecil, Warwick & Legler, New York, and Frank Presbrey Co., New York, effective Jan. 1 were joined under the name of Cecil & Presbrey Inc., with offices in New York, Chicago, Richmond, Va., and Miami. Headquarters are at 247 Park Ave., New York. James M. Cecil becomes chairman of the board, Charles Presbrey, president, and John Cecil, secretary and treasurer and in charge of the Richmond office. LeRoy A. Kling is a partner in the firm and vice-president in charge of the Chicago office, and Weston Hill is in charge of the Miami office. Henry Souvaine is in charge of radio activities in New York. As previously reported, H. P. Warwick and Henry Legler have formed their own agency under the name of Warwick & Legler at 230 Park Ave., New York [BROADCASTING, Oct. 1].

Paul Cornell, formerly with Geyer, Cornell & Newell, New York, and at present head of the Rumford School of Boys in Connecticut, on Jan. 9 was elected to the board of directors of Cecil & Presbrey to be exclusive consultant for the agency and to handle special assignments. Mr. Cornell was chairman of the AAAA for the year 1936-37.

In addition to the Presbrey accounts, the Cecils brought the following accounts to Cecil & Presbrey: Elizabeth Arden, *The Commentator*, Craddock-Terry Co., Lamont, Corliss & Co. (Nestle products), Selznick International Pictures, State of Virginia, and George Washington Coffee Refining Co.

HOWARD ALDRED JONES, formerly vice-president of Blackett-Sample-Hummert, Chicago, has joined the executive staff of Lord & Thomas, New York.

MORTIMER W. MEARS has been appointed manager of Gerth-Knollin Adv. Agency Los Angeles office, and transferred from the San Francisco staff. He succeeds J. J. Dickely, resigned.

HARRY FEIGENBAUM Adv. Agency, Philadelphia, has moved to new offices at 1420 Walnut St.

GREENLEAF Co., Boston advertising agency, has ceased operation.

E. D. KOLLOCK Adv. Agency, Boston, has consolidated with Harry M. Frost Co., Boston.

C. M. ROHRABAUGH Co., Philadelphia, is the new name of the former Rohrabaugh & Gibson agency.

Baker to New York

WILLIAM R. BAKER Jr., vice-president of Benton & Bowles, in charge of the agency's Hollywood offices, has been transferred to New York with increased responsibilities. He has taken over agency supervision of the contact and plan work on Maxwell House Coffee, Log Cabin Syrup, Walter Baker's Cocoa and Chocolate, Certo, Sure-Jell and Diamond Crystal Salt, all General Foods Corp. products. Tom Revere, Benton & Bowles New York vice-president in charge of radio, is scheduled to arrive in Hollywood during late January for a couple months. Thereafter he will divide his time between the two cities, supervising radio activities.

stepping along . . .

PREDICTIONS are in the air. Forecasts are being made everywhere. We're not going to stick our chin out. Though we do have plenty to shout about. It is suffice to say that such outstanding Stars as Ivory Soap, Old Gold, Oxydol, Pillsbury, to mention a few, are stepping along with us *every* day "The Italo-American Way." Time is fleeting so for a flying start for 1939 get your reservations in NOW!

WOV NEW YORK 1000 WATTS

THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

WE DO NOT

Have to tell readers of this excellent magazine that radio broadcasting in Nova Scotia has brought good returns to sponsors as it has elsewhere. We remind you all, however, that

CHNS

HALIFAX, NOVA SCOTIA

is located in the most thickly radio populated area of the Maritimes.

Reps

GEORGE ROESLER, who represents CKLW, Windsor-Detroit, in the Chicago area, with offices at 360 N. Michigan Ave., is now also the Chicago branch manager for the new Radio Advertising Corp. [BROADCASTING, Jan. 1] with headquarters in the same office. Victor Short, formerly of Standard Rate & Data, has been named RAC assistant manager in Chicago.

WTAQ, Green Bay, Wis., has appointed Reynolds-Fitzgerald Inc. as its national representative. Its sister station, WHBY, also operated by St. Norbert's College, has been authorized by the FCC to move to Appleton, Wis.

WALTER BIDDICK Co., Los Angeles, has been appointed Pacific Coast representative of the following Texas stations: KGNC, Amarillo; KFYO, Lubbock and KRGV, Weslaco.

KELLY-SMITH Co., effective Jan. 2, took over national representation of WSPA, Spartanburg, S. C.

FREE & PETERS announces that its Atlanta office has been moved to larger quarters at 617 Walton Bldg., telephone Jackson 1678.

KTFI, Twin Falls, Idaho, and KSEI, Pocatello, have named Gene Furgason & Co. as national representative.

ROBERT D. BONIEL, of Edward Petry & Co., Chicago, married Mrs. Helen Bartel Dec. 27 in Miami, Fla.

Bacher Continues Shifts In *Star Theatre's* Cast

REVAMPING of the CBS *Texaco Star Theatre*, sponsored by Texas Co., which saw departure of Una Merkel, film comedienne, and Jane Froman, vocalist, from its regular cast, will be extended under a policy inaugurated by Producer Bill Bacher. Frances Langford on Jan. 4 replaced Miss Froman and Cliff Arguette, parrot imitator, was added to the cast which includes Ned Sparks and Charles Ruggles, comedians; Kenny Baker, singer; David Broekman's orchestra and Jimmy Wallington, announcer.

With John Barrymore leaving the program following the Jan. 11 broadcast to appear in a New York stage production, a weekly guest m. c. policy has been introduced. Selected thus far are Eddie Cantor for the Jan. 18 program, with Ken Murray the following week and on Feb. 1. Guest m. c. policy is expected to continue until a suitable and permanent one can be found that will fit format of the show. Guest talent appearance on the weekly program will also continue. When *Texaco Star Theatre* took its new time, Wed., 9-10 p. m. (EST), Bacher stated format would be changed materially from week to week, and these changes are in line with the new policy.

NOW — FULL TIME!

WEMP

Milwaukee

Choice Evening Time Still Available— But Hurry!

*Good Immediate Buy: U-P News Strip at 8 P.M.

Lehn & Fink List

LEHN & FINK Co., New York, which started a campaign of 10 spot announcements weekly for Hinds lotion on Jan. 9, is using the following stations: WAPI WTIC WJSV WJAX WIOD WSB WJJD WIRE WHO WIBW WHAS WWL WFBR WEEI WNAC WJR WCCO WOW WBEN WMCA WNEW WHN WTMJ WINS WEVD WHAM WGY WKRC WGAR WTAM WBNS WKY WCAU WCAE WPRO WMC WLAC WRVA KSFO KOA KSTP KMBC KMOX KVOO KGW KDYL and KOMO. Wm. Esty & Co., New York, handles the account.

Ten Get Candicod

STANDARD VITAMIN Corp., New York (Candicod liver oil), on Jan. 11 started a 13-week test campaign of three to eight spot announcements weekly on WCAE WWVA WOKO WHAM WGR WBEN WIBX WSYR WCAU and WTAM. Peck Adv. Agency, New York, handles the account.

Butch

WALTER LINTHICUM, announcer of WBAL, Baltimore, recently was busy with the *Time for Romance* show when he received word that Cardinal Mundelin was to deliver a special message on the network. Linthicum immediately cut the local program and switched to the network. Returning to the studio, not knowing the mike was open, and thinking the engineer on duty, Bill O'Connor, needed prompting to switch back to the local, Linthicum called airily, "All right, Butch"—to listeners and all. Now, wherever he goes, people call after him, "All right, Butch"!

THE new KRBM, Bozeman, Mont., local, authorized recently by the FCC, does not expect to get under way until about March 15, according to Robert B. McNab Jr.

General Foods Serial

GENERAL FOODS Corp., New York, on Jan. 23 started a campaign of five quarter-hour weekly serial programs titled *Young Dr. Malone*, for Post's Bran Flakes on the following list of stations, with plans to add several more before the opening of the campaign; WIRE WGN KMBC KRLD WKY WCAU WJR KPRC WJAS and KFI. Benton & Bowles places.

TRANSCRIBED PROGRAMS

For the Low Budget Account

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete Catalogue

CHARLES MICHELSON

545 FIFTH AVENUE NEW YORK

Listeners write down and buy the products they hear talked about on WIBW. They have been doing it for years now. In 893,770 farm and small-town homes, having a WIBW sales message boost your product is like getting a recommendation from a neighbor on the same party line . . . WIBW is *just* that friendly and close to its listeners. Let us show you what this *friendly* selling service can do for you.

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*

Represented by

CAPPER PUBLICATIONS, INC.

New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

KSFOCUS

CIVIC PRIDE STUFF. Alert stations recognize importance of back-scratching. KSFO makes it interesting to scratchees and public alike.

ALL-AMERICAN VIC BOTTARI is an object of civic pride hereabouts. So KSFO makes a ceremony of presenting the Kate Smith All-Collegiate award to him, with Bill Leiser, sports editor of the S. F. Chronicle, officiating.

SALUTING LOCAL INDUSTRY, each week KSFO parades the romance of various industries before the mike. Here Walter Guild interviews W. H. Moulthrup, representing Sight Seeing.

FOR SAFER HIGHWAYS, the KSFO show, "It Happened So Quickly," has been a real contribution. Herbert Herzenberg, Educational Director of the State Department of Motor Vehicles, goes over a sequence with Ed Ayres, Bay Bridge patrolman.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

Originations in Frisco Are Increased by CBS

CBS is increasing its Pacific Coast sustaining production schedule from San Francisco, according to John M. Dolph, assistant general manager of the CBS Pacific network in charge of programs. Arthur J. Kemp, newly-appointed CBS Pacific Coast sales manager; Henry Jackson, Northern California sales manager, and Van Fleming, the network's San Francisco program director, were in Hollywood during early January for several days conference with Dolph and Donald W. Thornburgh, Pacific Coast vice-president, on announced plans.

"The recently completed CBS San Francisco studios in the Palace Hotel are ideal for the production of additional Pacific Coast programs by our newly-enlarged staff in that city," Mr. Dolph stated. "San Francisco is one of the principal financial and merchandising centers of the Pacific Coast, moreover, and traditionally provides an appropriate setting for entertainment of the highest character."

Golden Gate Fair Plans 'Cavalcade of the West'

ART LINKLETTER, former radio manager for San Francisco's Golden Gate International Exposition, has completed the script for the spectacle *Cavalcade of the Golden West*, which dramatizes the history of the West in 23 scenes and which will be the theme production of the Treasure Island fair on San Francisco Bay. The production of the spectacle calls for an outlay of more than a quarter-million dollars and will be underwritten by the fair. It will play three times a day on an outdoor stage 300 feet long, 175 feet deep, before a covered grandstand seating 6,000 persons.

The dialogue and music will come from concealed amplifiers placed to give what is called "audio-perspective". The whole title for the sound system is "stereophonic", and simply means that the sound cast takes all parts, working on mikes which feed the dialogue and music into units which are turned on and off, depending on where the action takes place.

DON LEE Broadcasting System announces that, effective Jan. 1, KGDM, Stockton, Cal., terminated its affiliation with that network and with MBS.

FIGHT TOURNAMENT SPONSORED BY WHO

SECOND annual Des Moines Golden Gloves Tournament, to be held in Des Moines Feb. 14-22, already has drawn over 300 applications for entry from amateur boxers to WHO Radio Enterprises Inc., according to Bill Brown, WHO sports editor and director of the tourney. Entries have been received from 21 towns in Iowa, Arkansas, North Dakota and Florida.

The Des Moines tournament, sponsored by WHO Radio Enterprises, is sanctioned by the *Chicago Tribune*, founder of the Golden Gloves competition, and the Amateur Athletic Union. The winning team of eight, one fighter in each weight class, will go to Chicago with all expenses paid to compete in the sectional finals.

WHO was the first radio station granted permission to conduct an amateur boxing tournament with assurance that the winning team would be recognized in the Chicago finals. Golden Gloves tournaments previously had been reserved for newspaper promotion. The idea of WHO sponsorship, conceived by Brown and Bobby Griffin, WHO announcer, became an official undertaking Jan. 16, 1938 when J. O. Maland, vice-president of Central Broadcasting Co., approved plans for a Des Moines Golden Gloves meet. After official sanction by the *Tribune*, WHO conducted its first tournament last year.

For the first tournament free training quarters were made available to all competitors, with Hymie Wiseman, recent contender for the world lightweight crown, as official trainer and coach. Training quarters were supplied by the American Legion and equipment by WHO, the Legion and the Elks Club. The first meet drew 700 applications for entry cards from 125 towns in 12 states and Canada, and 397 registration cards had been filled out and returned when the deadline for entries arrived.

New Fair Radio Chief

ARTHUR ROWE, for many years affiliated with radio and the electrical industry in San Francisco, has been named supervisor of radio and public address for the Golden Gate International Exposition in San Francisco Bay. He succeeds Art Linkletter, who has been transferred to executive assistant to Mr. Rowe. The exposition has borrowed Jack Lyman from the KPO-KGO production staff to assist in the broadcasting schedules from the fair grounds.

WBAL

means business in Baltimore

FAIRCHILD RECORDERS

have

Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

NBC's Phase of Hearing Ends

(Continued from Page 28)

had been cut off during an NBC program, and he for using profanity.

Freedom of the air is in an entirely different category, with its own attributes and limitations, and there is no such thing as freedom of speech on the air, he declared.

Questioned by Mr. Dempsey along lines similar to Roy C. Witmer, NBC vice-president in charge of sales, earlier in the proceedings, Maj. Lohr said he did not think one big network would yield a greater diversity of programs, because networks at present watch each other's programs very closely and consciously try to offer something new all the time. Asked how many networks he thought could be operated in America, he said the number was naturally limited by facilities and talent, which is a very definite limitation, although the number of stations constitutes the present limiting factor.

In the early days NBC decided competition would be healthy for itself in forcing it to remain constantly alert and progressive, he stated, and did not stand in the way of the formation of CBS. He told of a station applying to NBC for affiliation, NBC's action in returning the application with the explanation that it already had ample coverage in the station's territory and then referring the applicant to MBS for possible affiliation. Competition puts the network "on your toes", more from a program than a sales standpoint, and it makes necessary the best possible programming, he said.

"I feel that some competition is necessary. I do not think it advisable that one broadcaster control all network operations with no competition, for the same audience and customers, to keep him on his toes," he declared.

Queried about NBC's agency activities through its Artists Service, Maj. Lohr said no conflict exists between the functions of NBC as a purchaser-user and agent of talent, and that the artists benefit, even though radio may be a small part of their professional activities, from having at their disposal all the advantages radio can give. With close contact with artists, NBC can get the all-valuable variety in programming, cultivate artists and bring up young ones from the ranks, he explained. This could be done without the agent contracts, he admitted, but not to the same extent. Its agency activities cut a small figure financially in the NBC setup, taking in only about $200,000 in commissions out of a $4,000,000 business, he added.

As for children's programs, he explained that NBC's new policy was a change from the former "good taste" basis to a matter of reducing criticisms received from listeners to definitely specified improvements and prohibitions which could be posted as "do" and "don't." He told Chairman McNinch that he thought the new regulations will bring substantial improvements.

Even adult programs must be edited with the idea in mind that children somewhere in the country are listening to a network program. For this reason he said he had decided against a program in which occurred an account of an execution in the death house. He added that mention of subjects like "adolescent pimples" also must be watched closely, since they might occur at meal time in some parts of the country and hence offend some listeners.

It is good policy not to offend any group of people, even a small group, Maj. Lohr declared, hence the ban on liquor advertising or mention of human afflictions. "The thin edge of a wedge could easily open up your whole policy," he said in justifying the complete exclusion of liquor advertising.

As the session ended, concluding NBC's presentation, Mr. Hennessey said that NBC would furnish certain supplementary exhibits requested by FCC counsel during the proceeding and thanked the Commission for a "fair and patient hearing". Mr. Dempsey responded for the Commission, thanking NBC for presenting "a picture of the facts as requested".

Singer Fur Spots

ALBERT H. SINGER FUR Co., New York, is running a campaign of two spot announcements weekly on WHO, Des Moines, and five spots weekly on WCCO, Minneapolis, which will run through the season of annual fur sales. Green-Brodie, New York, handles the account.

WAVE CAINT GARNTEE MARROW-BONE!

WAVE *doesn't* cover the miles of Kentucky mountains and back-lands that stretch from Marrowbone in the East, to Summe- Shade in the West; *doesn't* cover Wild Dog and Hazel Patch...WAVE *does* cover the best 43 counties in Kentucky and Southern Indiana—reaches over a *million* people who do the biggest part of Kentucky's *buying*, and who look to WAVE for their complete N. B. C. entertainment! Shall we send *all* the facts?

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

COMING EVENTS CAST THEIR SHADOWS!

MY ADVENTURES are known the world over . . . Magazines, Books, Screen, Stage! But 'tis merely a shadow of the powerful appeal my Radio dramatizations will command from the ready-made Audience eager to engage in a battle of wits with me. Fools—to think they can escape from the web of intrigue spun by the cunning and crafty

FU MANCHU

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 61

Oldest Radio Employe

J. W. DEBELL, 74-year-old clerk in the music library of WHK-WCLE, Cleveland, and Mrs. DeBell will celebrate their golden wedding anniversary Jan. 16, when staton employes will fete them at a party in their honor. Maj. DeBell, who came to this country from Canada to enter radio work at the age of 67, is the oldest employee of any Cleveland radio station. Before that time he was passenger agent for the Canadian Pacific Railroad in Winnipeg, Man.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Studio Notes

GUNNAR WIIG, general manager of WHEC, Rochester, N. Y., reverted to his sports announcing days recently during the vacation of Lowell MacMillan, sports director. Called on to broadcast the play-by-play story of the city playground ping pong championship finals, Mr. Wiig reversed the usual procedure by having a table set up in the station's organ studio and bringing the players to the station where the matches could be broadcast under the best conditions.

KMOX, St. Louis, claims a scoop in flashing the appointment of Felix Frankfurter to the U. S. Supreme Court when it was announced by President Roosevelt recently. When a UP flash was received at 11:03:45 a. m., Don Owenby, on duty in the KMOX news department, checked the schedule, found a news courtesy announcement set for 11:04:30, shouted the flash down the copy chute to the announcer's room, where it was typed and broadcast exactly 45 seconds after the flash was received from Washington. KMOX now has Transradio as well as UP service.

KXOK, St. Louis, and KFRU, Columbia, Mo., carried exclusive broadcasts of the Missouri State Legislature opening Jan. 4, with KFRU lines run direct to the capitol building in Jefferson City. During the two-hour pickup, listeners heard an interview with the speaker of the house, assembly of the legislature, and the governor's address. Bruce Barrington and Paul Aurandt of KXOK announced, and Bob Haigh, KFRU, operated equipment.

KGVO, Missoula, is now occupying its new studio and office building on West Front Street in Missoula. The entire setup is expected to be completed and ready for public inspection in time for KGVO's birthday celebration Jan. 18.

WKY, Oklahoma City, has built a special studio in the Oklahoma capitol building from which a legislative news program will originate each day the state legislature is in session.

THREE-STATION network was used Jan. 8 for the first time during *Your Illinois* a Sunday afternoon public service program on WJJD, Chicago. On that date, W. Emery Lancaster, president of the Illinois Civil Service Commission, spoke from Quincy on WTAD, that city; WCBS, Springfield, and WJJD, Chicago.

WLW Awards

TO HONOR those who have served the broadcasting department of the Crosley Corp. for many years, WLW will broadcast "In Recognition" Monday, January 23, from 11:15 to 11:45 p. m., EST. Powel Crosley, Jr., president of the Crosley Corporation, will appear on the broadcast. Awards for outstanding services during periods of 5, 10 and 15 years will be presented during the half-hour broadcast. Miss Beulah Strawway, WLW's director of trade relations, suggested the title.

WENR, Chicago, and WIND, Gary, aired an half-hour evening program Jan. 5 on behalf of the German Refugees Committee in a drive said to have been inspired by A. L. Lasker, retired board chairman of Lord & Thomas advertising agency. Dramatizations of actual experiences of refugees were featured on the program which was credited with being largely responsible for raising $1,100,000.

WIBW, Topeka, carried an account of the inauguration of a new state administration in five episodes Jan. 8, starting at noon with the oath of office taken by Governor-elect Payne Ratner and other state officials and late rincluding the First Lady's reception at the Governor's mansion, an interview with the new chief executive in his statehouse office, the Governor's reception at the mansion, and finally the grand march at the inaugural ball in the evening. All the remote broadcasts were supervised by Art Holbrook, special events announcer, and Karl Troeglen, chief engineer.

KSTP, St. Paul, provided Minnesota inauguration-day accounts for listeners unable to listen to their radios during the day by recording highlights, along with the full inaugural ceremony, editing the whole and re-recording the significant parts, then cueing these into a continuity covering the entire day and rebroadcasting the transcribed program later in the day.

NBC-Chicago, has established a department of information as a subdivision of its press department headed by William Ray. The new department will handle all comments and listeners' questions, combining previous functions of the audience mail department and night manager's office.

WALTER HARRISON, editor of the *Oklahoma Times*, is heard Sundays on the non-commercial show, *News Comes to Light*, on WKY, Oklahoma City. Program is in interview-discussion form, with Ben Bezoff, WKY news editor, asking the questions.

A LESSON IN MATHEMATICS!

20 small markets = 1 LARGE MARKET

Simple Isn't it?

But it is salesologically correct. KFYR serves these many markets which combine to give you a large potential market of 500,000 Radio families.

Let us sell your story

NBC Affiliate
550 Kc.

KFYR

5000 W. Day
1000 W. Night

The Regional station with the cleared channel coverage

MEYER BROADCASTING CO.

BISMARCK • N. D.

National Representatives—Gene Furgason & Co.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

263
quarter hour participations
in the KMBC Happy Kitchen were used by national advertising agencies in 1938!
(no extensions or unexpired contracts included)
★
Ask any Free & Peters salesman to give you his newest story
KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Inc., Nat'l Reps.

WITH a new information morgue covering practically every subject from *Alice in Wonderland* to zoos, CBS is developing one of the most complete information centers in radio. The project, started last June, is under the direction of Stanford Mirkin, who estimates he has 13,000 clippings with 600 coming in each week for sorting and filing. They come from CBS employes who are helping to fill the files with information on subjects in which they specialize.

USING "unofficial" conversations with church and state leaders in South America as background material, Dr. Maurice S. Sheehy, head of the Department of Religious Education at Catholic U, Washington, is giving a series of talks on the further unification of the Americas through cultural relations, which are broadcast on the NBC networks from the different points in South America where Dr. Sheehy stops on his 18,000-mile good-will tour of the continent accompanied by Bishop James H. Ryan of Omaha.

AS A RESULT of their appearance on the *Refugee Theatre of the Air* program on WHN, New York, the entire group of artists were booked for a stage presentation the week of Jan. 13 at Fays Theatre in Providence by E. M. Fay, owner of the theatre, who had not even seen the performers.

REITERATING allegations of censorship on the big chains [BROADCASTING, Jan. 1] Boake Carter, at present on a country-wide lecture tour, was interviewed during a visit at West Palm Beach, Fla., by Gunnar Back, program director of WJNO, West Palm Beach. The interview was recorded and rebroadcast via transcription on that station.

MEMBERS of the staff of KSFO, San Francisco, were presented with Christmas bonus checks equal to a week's pay by Manager Philip G. Lasky.

It Speaks Their Language
CKAC
MONTREAL
• About ¾ of Montreal's population speaks French
• CKAC speaks French
Canada's Busiest Station

NEWS every hour, on the hour, supplemented by four news periods daily, now is being broadcast over WJW, Akron. Edythe Fern Melrose, who joined WJW Dec. 1 as commercial manager, contracted for complete UP news service, and the news is sponsored by Richman Brothers, nationwide retailers of men's clothing. The first sponsored program originated in the showrooms of the Akron Richman Brothers store. Shown in the photo taken on that occasion are (l to r): Newscaster Bill Griffiths, Announcer Jack Watts and Jack Baer, who operates the Richman store.

STAFF members of WGAR, Cleveland, for the third consecutive year received a 10% bonus from Manager John F. Patt at the annual Christmas party. After the staff get-together and check distribution, the party was opened to the local press and advertising agencies.

FRIENDLY spirit in radio is demonstrated every Sunday in Detroit, where two stations carry the *New York Philharmonic* program—WJR the first hour and WJBK the full two hours. At intermission WJR tells its listeners that the balance of the program may be heard on WJBK.

KTSM, El Paso, originated a description of the colorful Pageant of Legends Parade, principal feature of the annual Southwestern Sun Carnival, for a network of six stations Jan. 2, including WHK, Cleveland, WGN, Chicago, WREN, Kansas City; WWJ, Detroit, WTCN, Minneapolis. The Sun Bowl football game between the Utah and New Mexico U's was carried by KTSM, KOB, Albuquerque, and KUTA, Salt Lake City.

W9XA, shortwave adjunct of Commercial Radio Equipment Co., Kansas City, has added to its schedule several rebroadcasts of programs carried by KCKN, Kansas City, Kan., along with others of WLW, Cincinnati, KSL, Salt Lake City, and KITE, Kansas City. W9XA operates on 26450 kc. with 1,000 watts.

WATR, Waterbury, Conn., is planning to move its transmitter during January to a new site on the outskirts of the city.

7 out of 10 Listeners to BUFFALO STATIONS tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

AT LEAST two California stations which heretofore carried foreign language programs, have changed their policy to eliminate all such type of broadcasts. When Reiland Quinn was named manager of KYA, San Francisco, three months ago, he brought about the cancellation of all foreign language programs on the station. Recently KROY, Sacramento, formulated an all-English policy and put it into effect on Jan. 1.

WBT, Charlotte, on Jan. 9 began signing on at 5:30 a. m. to carry the *Farm Features* program with Grady Cole, and now runs on a 20½-hour working schedule.

ACTIVITIES of the current Indiana Legislature are being covered by WLW, Cincinnati, with news bulletins sent each morning to the station's news rooms by Edmond C. Fount, editor of the *Hoosier Farmer*, the Indiana Farm Bureau publication. Peter Grant broadcasts the bulletins.

WCHS, Charleston, W. Va., has installed a basketball court in its auditorium, where City League and itinerant teams' games are played.

WCCO, Minneapolis, at the request of the newly-elected state government, originated the broadcast of Gov. Harold E. Stassen's inaugural address for a state-wide Minnesota network Jan. 3. WTCN, Minneapolis, and KSTP, St. Paul, made individual pickups, but all other stations in the state took the broadcast by wire from WCCO. Over the largest state-wide network in the history of Minnesota broadcasting, the address was carried through WCCO by KATE, Albert Lea; WEBC, Duluth; KDAL, Duluth; KGDE, Fergus Falls; KYSM, Mankato; KWNO, Winona; WDGY, Minneapolis; KVOX, Moorhead; KROC, Rochester; KFAM, St. Cloud, WNAX, Yankton, S. D.

WLS, Chicago, reports that $6,500, was sent in by listeners to its *Good Neighbor* spot announcements during the Christmas season. The listener-donations are used for purchasing wheel chairs for Chicago's invalid children.

YOU KNOW THIS IS THE FACT!

YOU KNOW the only thing that counts in Radio today is the Program! You know that husband, wife, son and daughter thrill to programs of **Intrigue, Romance and Adventure!** You know these are the programs that build and hold audiences! You know that is what keeps sponsors on the air—and you know what I have been doing for 25 years for Colliers, Doubleday Doran, MGM and Paramount Pictures!
FU MANCHU
RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 63

Radios in 40% of Cars

SURVEY of automobiles parked in paid-space parking lots and garages in Metropolitan New York showed 40% of the cars to be radio equipped, seven investigators from Hooper-Holmes Bureau, on Dec. 20, having peered into 5,850 parked cars in Manhattan, Brooklyn, Queens, Bronx - Westchester and Newark.

We can accurately check any program you broadcast as to number of listeners, economic level of listeners, and competing programs.

Send for folder describing this new method.

THE HOOPER-HOLMES BUREAU, INC.

Junket's Canadian Spots

CHRIS. HANSEN Laboratories, Toronto (Junket), on Feb. 1 starts a spot announcement and contest campaign to run in February, April and June on a Canada-wide list consisting of CHNS, Halifax; CHSJ, St. John, N. B.; CHRC, Quebec; CFCF, Montreal; CKAC, Montreal; CBO, Ottawa; CFRC, Kingston, Ont.; CFRB, Toronto; CHML, Hamilton, Ont.; CKTB, St. Catherines, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CFCH, North Bay; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKLW, Windsor; CKPR, Fort William, Ont.; CJIC, Sault Ste. Marie, Ont.; CJRC, Winnipeg; CKX, Brandon, Man.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CJAT, Trail, B. C.; CKOV, Kelowna, B. C.; CFJC, Kamloops, B. C.; CHWK, Chilliwack, B. C.; CJOR, Vancouver; CKWX, Vancouver. Account was placed by A. McKim Ltd., Toronto.

Ted Silenced

A FREAK accident caused a 13-minute break in Ted Husing's broadcast of the Orange Bowl football game at Miami Jan. 2 over CBS. The Tennessee team had just scored its first touchdown when an airplane spraying crops a few miles north of Fort Lauderdale crashed into the telephones wires connecting South Florida with the rest of the country, killing both telephone and network radio service. Emergency crews of the telephone company in less than 15 minutes set up a temporary circuit around the break.

WOW, Omaha, recently donated spot announcements to Omaha Taxpayers Assn. for its drive to collect delinquent taxes, which has netted over a half-million dollars in unpaid taxes in Omaha and Douglas County, Neb.

FACILITIES that CHALLENGE!

While Reaching Canada's Richest Market at CFRB, TORONTO, ONTARIO

Now, more than at any other time, comments are pouring in about the fine job being done by Canada's favourite radio station! CFRB listeners are responding to the station's highest calibre entertainment by supporting the manufacturers sponsoring CFRB commercials! To obtain the maximum results from YOUR radio dollar, present your message to Canadians through CFRB, Toronto, Ontario.

Right up to the minute describes the facilities of CFRB, Toronto, the most popular radio station in Ontario, Canada's wealthiest province! CFRB's transmitter has 100% modulation crystal control, right at the centre of this greatest Canadian purchasing market!

Of CFRB's trained staff of announcers, one was recently voted Ontario's favourite! Four large studios equipped with Johns-Manville Acoustic Installation are available, including commodious Studio No. 1 with its ample stage. You need merely look-in on one of our participating programs to note the ready enthusiasm of the public for any of the many sponsored and sustaining programs to which CFRB welcomes them. Double turntable equipment of the latest type, for broadcasting 78 R. P. M. and 33 1/3 R. P. M. is ever available to handle your transcription needs.

CFRB TORONTO

THE KEY TO ONTARIO SALES!

Advertising Representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA
New York • Chicago • San Francisco
Los Angeles • Atlanta

Equipment

INSTALLATION of the new CBS television transmitter in the Chrysler Bldg., New York, is progressing at a pace which is expected to make it ready to go on the air by the time the New York World Fair opens April 30. RCA equipment is being installed. Latest reports are that the television transmitter being built by DuMont Laboratories at Passaic, N. J. will be ready about Feb. 1.

A WESTERN Electric transmitter has been ordered for the new WENY, Elmira, N. Y., authorized for construction by the FCC to operate with 250 watts daytime on 1200 kc. It will be operated jointly with WESG, leased from Cornell University by the *Elmira Star-Gazette* also to be the licensee of WENY.

NORTHERN Broadcasting Co., has bought two Lingo vertical radiators for its two new 1,000-watt stations, CJKL, Kirkland Lake, Ont., and CKGB, Timmins, Ont.

AUSTIN studios of KATE, Albert Lea, Minn., have been rewired by Engineer George Church for a separate patch panel through which remotes from Austin are patched at night. A new Clough Brengle tube tester and analyzer also had been added to the KATE equipment.

WTAR, Norfolk, has purchased a Type 5-D Transmitter, contingent upon the grant of power increase to 5 kw.

NORMAN HURLEY, chief engineer of WAPI, Birmingham, is planning new remote equipment for the station, and Jimmy Evans has completed specifications for the new WAPI mobile unit.

WTAR, Norfolk, is rushing installation of its new 5,000-watt transmitter, including enlarging of the transmitter house at Glen Rock, Va., to accommodate the RCA 5-D equipment. Installation, supervised by Technical Director J. L. Grether, is expected to be finished by Jan. 21.

WBBM, Chicago, has remodeled its mobile unit to install duplicate channels, and automatic equalizers. RCA recorders are used in the mobile trailer unit.

WHK-WCLE, Cleveland, recently completed six new ultrahigh frequency receivers to be used in conjunction with the stations' shortwave equipment. One set is to be installed in the WHK-WCLE mobile unit, four others at remote points throughout the city, and the sixth packed in a portable case to be used anywhere. Revamping of the shortwave equipment also included installation of a new speech amplifier in the mobile unit.

HIGH WINDS destroyed the 155-foot vertical antenna of WHMA, Anniston, Ala., the morning of January 5. Erecting a temporary antenna immediately, the station carried on without losing any time on the air.

•

News is your best bet

TRANSRADIO

•

WDRC Ultra-High Tests

PRACTICAL tests of frequency modulation, as opposed to the conventional amplitude modulation, for broadcast purposes in the high frequencies, were authorized Jan. 9 by the FCC, in granting the application of WDRC, Hartford. The station was authorized to use a 100 watt transmitter developed by Dr. Edwin H. Armstrong, New York inventor, in the frequencies 86,000 to 400,000 kc., and 401,000 kc. and above from the studios of WDRC. While employing a wider frequency band, of some 200 kc. as against 10 kc., for standard transmission, preliminary experiments have indicated that greater coverage, less interference and superior quality is possible.

BEN FARMER, operating WGTM, Wilson, N. C., has applied to the FCC for a new local outlet on 1370 kc. in Concord, N. C.

Results COUNT MOST

WCPO
Cincinnati

The three major surveys conducted here in 1938 show WCPO the third station in Cincinnati

WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

In the CONTROL ROOM

JAMES R. DONOVAN, chief engineer of WDOD, Chattanooga, on Jan. 17 rejoins WTOC, Savannah, replacing Laws Meador, resigned. Mr. Donovan, until he joined WDOD a year and a half ago, was WTOC's chief engineer.

MARTIN KIEBERT, engineer of the FCC, was transferred Jan. 3 from Seattle to the Washington, D. C. office. He formerly served as consulting engineer to 22 Pacific Coast stations.

JOSEPH. H. COHEN, CBS Hollywood engineer, married Eleanor O'Connor at Santa Ana, Cal. Dec. 30.

JAMES MIDDLEBROOKS, CBS New York liaison engineer, now in Hollywood, is the father of a 7½-pound girl, born Dec. 29.

MARJORY BECK, of KGER, Long Beach, Cal., is said to be the only feminine sound effects engineer in Southern California.

DR. VICTOR J. ANDREW, consulting engineer, has been elected chairman of the Chicago section of the Institute of Radio Engineers for 1939.

WALLACE MILLER, new to radio, has joined the engineering staff of KATE, Albert Lea, Minn.

ROBERT T. ANDERSON, radio "ham" who operated his own station W9MWC at Harrisburg, Ill., during the Ohio River flood in January, 1937, and for his heroic work won the William S. Paley Amateur Radio Award, has been made engineer for the CBS broadcasts of the New York Philharmonic-Symphony Orchestra.

BEECHER HAYFORD, chief engineer of WCOA, Pensacola, will also be chief engineer of the new WJHP, Jacksonville, recently authorized by the FCC. The John H. Perry newspaper interests, operating WCOA, will also operate WJHP.

Shirt Echoes

NBC sound engineers, at a recent Toscanini broadcast of the NBC Symphony Orchestra, discovered that the tone values, especially in the higher frequencies, were registering with unusual sharpness, and after investigation found this was due largely to the fact that most of the gentlemen in the studio audience were wearing stiff dress shirts. Because of this, the sound waves came bouncing back in a manner which caused a reverberation, not present when informal attire was worn, sufficiently perceptible to register on the oscillograph which tests acoustical conditions in the studio. They further reported that large persons, especially men, absorb sound waves better than small persons.

GARLAND WILSON has been engaged as engineer of the new KTSW, Emporia, Kan., now under construction, whose chief engineer will be Paul H. Daniels, formerly at KFBI, Abilene, Kan.

"MIKE" CHUCKRAY, formerly of KFRU, Columbia, Mo., has joined the control staff of KXOK, St. Louis.

JIM BELOUNGY, chief engineer of WBT, Charlotte, and a well-known marksman and hunter, recently was honored by the National Rifle Assn. with appointment as a life member of the orgarization.

DAN SMITH, formerly of KBIX, Muskogee, Okla., has joined the engineering staff of KOME, Tulsa.

ARTHUR MARTIN has joined the engineering staff of WALR, Zanesville, O.

FRANCIS RIES, formerly of KITE, Kansas City, has joined the engineering staff of KCKN, Kansas City, Kan.

MEL JOHNSON, chief engineer of KDON, Monterey, Cal., is engaged to marry Dorothy Miltz, of Oakland.

S. J. BEGUN, well known for his electrical and radio developments, has joined the Brush Development Co., Cleveland.

LOUIS BOOKWALTER, technical director of KOIN-KALE, Portland, is the father of a boy born Jan. 3.

REMBERT R. OWEN has joined the engineering staff of WATL, Atlanta.

WALT H. RADKE has joined WIBW, Topeka, temporarily to fill in for Chief Engineer Karl Troeglan, who is supervising construction of the new WIBW transmitter. Radke, a former WIBW control engineer from 1930 to 1935, has been with a Milwaukee advertising agency.

JAMES M. BURKE of the transmitter staff of WAGA, Atlanta, and Mrs. Burke became the parents of a son, James II, born Jan. 3. Mr. Burke formerly was chief engineer of WRGA, Rome, Ga., and later with WDOD, Chattanooga, Tenn.

R. D. AVERY, chief engineer of WDBJ, Roanoke, Va., has accepted a position with the State Motor Vehicle Department in charge of construction of a statewide police radio system in Virginia. J. W. Robertson has been promoted to chief engineer.

Harry Fouch

HARRY FOUCH, recording engineer of Universal Microphone Co., Inglewood, Cal., died Jan. 3, a few days after a major operation. He is survived by a son, James L. Fouch, laboratory technician of Universal, and a brother, James R. Fouch, president of the firm.

New Plan of Measuring Volume Level Developed

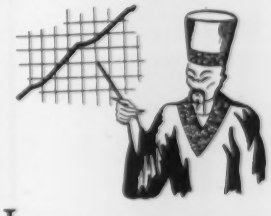
A NEW SYSTEM of measuring volume or program level, designed to eliminate the confusion caused by a lack of any previous standard method of measurement, is employed in calibrating the new volume indicator developed by engineers of CBS, NBC and the Bell Telephone Laboratories, assisted by the Weston Electrical Instrument Corp., which is manufacturing the new meter. These indicators are now being installed by the networks and the Bell System and on May 1 they will adopt the new calibration as standard for volume measurements.

This standard system sets zero volume level as one milliwatt with an impedance of 600 ohms. Readings are designated in terms of "vu", numerically equal to the number of db above volume level which was the previous terminology and which was less exact as there was no agreement as to what should constitute zero level. New standards, of course, can be used only in reference to the new meter, which is now available only as a Weston Type 30 Volume Level Indicator. Specifications have been made available to other manufacturers, however, and it is expected they will enter the field. Announcement was signed by H. A. Affel, assistant director of transmission development, Bell Telephone Laboratories; Howard A. Chinn, engineer in charge audio engineering, CBS, and Robert M. Morris, development engineer, NBC.

LIVA MORGAN CRAFT, of Cedar Rapids, Ia., on Jan. 10 was issued Patent No. 2,142,999 by the U. S. Patent Office. It covers an oscillation system and was partially assigned to Collins Radio Co., Cedar Rapids.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

LOOK AT THAT CHART—I'M INSULTED!



I'M THE supreme mastermind. I have always been able to outwit my pursuers. But there is no escaping the efficiency boys and their graphs. From the looks of this audience chart maybe I'm making a mistake broadcasting my exploits. Maybe 100,000,000 minds are too much for me. no, No, NO—not for

FU MANCHU

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 65

Publisher Buys Time

THE *Toronto Globe & Mail* on Jan. 15 starts a series of five Sunday half-hour addresses by its publisher, George McCullagh, on the theme "Let's do some plain talking about conditions in Canada", on practically all privately-owned stations in Ontario and one Montreal station. MacLaren Adv. Co., Toronto, handles the account.

TELEVISION STUDY IS BEGUN BY FCC

IMPETUS recently given television through announcement Jan. 3 by RCA of plans to market transmitters to broadcasters, received official cognizance of the FCC with the appointment of a committee to study the whole subject and prepare recommendations. Commissioner T. A. M. Craven, former chief engineer, was named chairman. Other members are Thad Brown and Norman S. Case.

The Commissioner announced that the application of the Milwaukee Journal Co., operating WTMJ, to inaugurate an experimental television service to test public reaction, had been referred to the committee. Along with it the Commission referred the proposed standards for television transmission and reception submitted by the Radio Manufacturers Assn. several months ago, after long deliberation by its engineering committee.

The Milwaukee Journal has contracted for the purchase of an RCA 1,000 watt television transmitter—the first to enter the field under the new RCA policy. The application looks toward revision of FCC regulations to permit setting up an experimental program service for home reception as a test of "looker interest" in visual programs. Under existing rules the Commission requires research and technical experimentation by all those holding experimental television licenses [BROADCASTING, Oct. 15, Nov. 1, 1938].

Regarding the proposed television standards of RMA, the FCC stated that a number of manufacturers and experimenters have expressed opposition to their promulgation.

Akron Lamp on Six

AKRON LAMP & MFG. Co., Akron, O. (farm lamps), has started a varied schedule of minute spot announcements or quarter-hour participations on *Barn Dance* programs on six Midwestern stations including KITE and WSM. Guenther-Bradford & Co., Chicago, is agency.

Television Creates Highspot in Radio

THE first public demonstrations of television receivers in New York last June and the subsequent progress of this infant art toward its debut into the entertainment world were chosen by *Fortune* as the outstanding radio news of the year. In its summary, "A. D. 1938", published in the January issue, *Fortune* says:

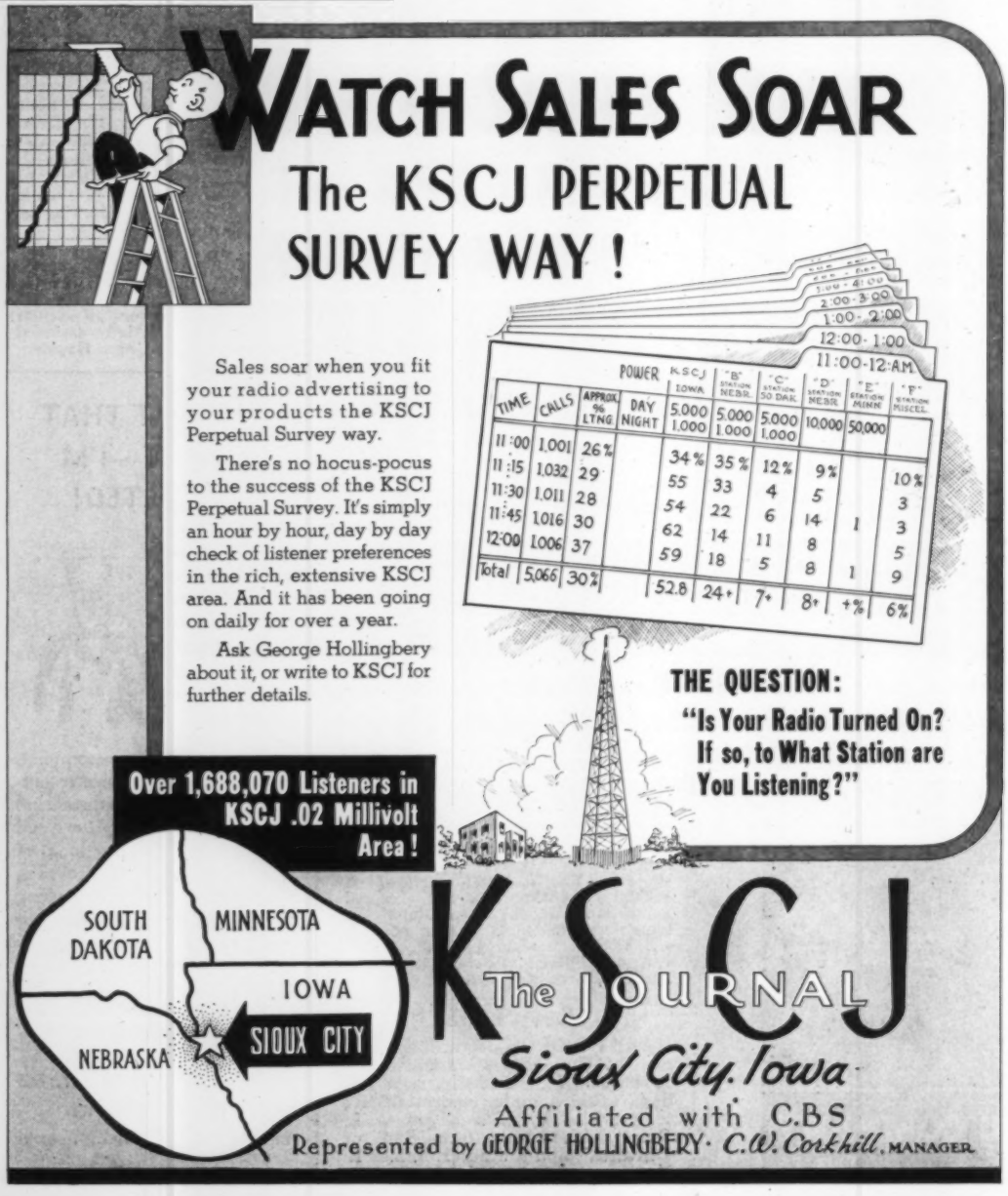
"Radio made the popular technological news of the year when in June television receiving sets were demonstrated to large crowds by several New York stores. RCA after having put on a television broadcast of a Broadway play for the first time, pinched out the flurry by suspending its experimental broadcasts, inferring that television was not yet quite ripe. However, Mr. Sarnoff was able to say later that limited television broadcasts and some receivers would be ready in time for the opening of the World's Fair early in 1939. The sale of television parts to experimenters went forward merrily, and RCA's roaming television trucks made their first news broadcasts. RCA further developed its new large-screen pictures projected from a cathode-ray tube and opened up a television demonstration to the general public. GE applied for experimental television licenses, CBS began to install a transmitter, and Paramount let it be known that it was ready to jump into the production of television shows."

Television to Be Shown By RCA in Exhibit at Golden Gate Exposition

THE RADIO division of the Golden Gate International Exposition in San Francisco has announced that television will be shown in complete detail at the Treasure Island fair, which opens Feb. 18. David Sarnoff, president of RCA, has signed a contract calling for 15,000 square feet of floor space in the Palace of Electricity & Communications on Treasure Island.

The television feature will present several reception sets of three dimensional animated pictures, made life-like by sound. Television transmission also will be shown.

M. F. Burns, West Coast manager of RCA Photophone, stated that RCA also will show radio facsimile and other new developments in the field of ultra-short-wave transmission and reception at the Fair. Various services of RCA including radiomarine equipment manufacture, RCA communications and NBC activities will be revealed. Burns is in San Francisco supervising construction and the placing of the exhibit.


WATCH SALES SOAR
The KSCJ PERPETUAL SURVEY WAY!
Sales soar when you fit your radio advertising to your products the KSCJ Perpetual Survey way.
There's no hocus-pocus to the success of the KSCJ Perpetual Survey. It's simply an hour by hour, day by day check of listener preferences in the rich, extensive KSCJ area. And it has been going on daily for over a year.
Ask George Hollingbery about it, or write to KSCJ for further details.
12:00-1:00
11:00-12 AM
POWER
KSCJ IOWA 5,000 1,000
"B" STATION NEBR. 5,000 1,000
"C" STATION SO. DAK. 5,000 1,000
"D" STATION NEBR. 10,000
"E" STATION MINN. 50,000
"F" STATION MISCEL.
TIME | CALLS | APPROX. % LTNG | DAY | NIGHT
11:00 | 1,001 | 26% | 34% | 35% | 12% | 9% | | 10%
11:15 | 1,032 | 29 | 55 | 33 | 4 | 5 | | 3
11:30 | 1,011 | 28 | 54 | 22 | 6 | 14 | 1 | 3
11:45 | 1,016 | 30 | 62 | 14 | 11 | 8 | | 5
12:00 | 1,006 | 37 | 59 | 18 | 5 | 8 | 1 | 9
Total | 5,066 | 30% | 52.8 | 24+ | 7+ | 8+ | +% | 6%
THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"
Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!
SOUTH DAKOTA
MINNESOTA
IOWA
NEBRASKA
SIOUX CITY
KSCJ
The JOURNAL
Sioux City, Iowa
Affiliated with C.B.S.
Represented by GEORGE HOLLINGBERY · C.W. Corkhill, MANAGER

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

Engineer Shifts Effected by CBS

Over 30 Employes Are Given New Network Assignments

WITHIN the last two weeks some 30 of the engineers employed by CBS have begun work in a different network headquarters or owned and managed station. Eight men were transferred from WABC, New York, and a like number from WBBM, with two leaving each of the network's other m. and o. stations, each vacancy being filled by a man from some other part of the country. Reason for this wholesale exchange of technical personnel, which in many instances will give the individual engineers duties of a different nature, is to broaden the experience of the men to the mutual advantage of themselves and CBS.

"Many of our engineers have abilities which their present jobs leave neglected," Mefford R. Runyon, CBS vice-president, explained, "and we hope that by giving them a chance to work under new conditions we may uncover these latent possibilities. Individual transfers, which are going on all the time, have resulted in the advancement of certain men as they were enabled to show their diversified talents.

Union Angle Belittled

The routine nature of the transfers, exceptional only in the number of men involved, was stressed by Mr. Runyon and by engineering executives, who pooh-poohed allegations that the men were being shifted for the purpose of segregating leaders of union activity, especially those who had tried to swing CBS technicians from their own organization, Associated Broadcast Technicians, into the ranks of the CIO affiliate, American Communications Assn. The former was recently certified as bargaining agent for all engineers at CBS owned and managed stations by the National Labor Relations Board, following an election held under NLRB auspices.

Engineers transferred include: K. E. Davis, from WABC to WBBM; Gene English, from WABC to KNX; F. M. Evans, from WABC to WEEI; L. F. Farkas, from WABC to WBBM; V. M. Gamble, from WABC to WBBM; A. W. Hingle, from WABC to WBT; C. H. Kleinman, from WABC to WBBM; C. H. Malmstedt, from WABC to WBBM; E. B. James, from WEEI to WABC; R. G. Webster, from WEEI to WKRC; H. A. Forry, from WJSV to KMOX; D. S. Mahaffey, from WJSV to WBBM; J. G. Carey, from WBT to WABC; J. M. Whitman, from WBT to WJSV; Robert DeHart, from WKRC to WEEI; Ed Hamel, from WKRC to WBBM; L. S. Fisk, from WBBM to WCCO; F. R. Heuberger, from WBBM to WABC; D. E. Hulse, from WBBM to KNX; F. K. Jones, from WBBM to WCCO; R. G. Kania, from WBBM to WABC; E. F. Knight, from WBBM to WBT; M. B. Korf, from WBBM to WABC; Edward Malcolm, from WBBM to WABC; John Palmquist, from WCCO to WJSV; L. W. Smith, from WCCO to WABC; W. F. Castanis, from KMOX to WKRC; H. C. Fischer, from KMOX to WABC; J. B. French, from KNX to KMOX, and R. W. Miller, from KNX to WBBM.

The Other Fellow's VIEWPOINT

Religion Locally

EDITOR, BROADCASTING:

I read with a great deal of interest and varying reactions your editorial "Religion Via Radio" in the Dec. 1 BROADCASTING. I am of the opinion that there is much in so-called commercial religious broadcasts that may well be subjected to the keen edge of criticism. It goes without saying that the "preaching of intolerance and fomenting hatred", as you term it, can overstep the bounds of free speech as we know it in the United States.

It is to be regretted that some there are who must flay with stripes of sarcasm, those who, in the true spirit of American free-thinking, worship their God in their own way. And I say this regardless of where the whipping-post may be erected—be that location in pulpit, platform, newspaper, magazine or our own broadcasting lanes. There are some few transgressions which not even our sacred doctrine of free speech can countenance with grace, but let us not single out broadcasting as the only medium to feel the blade of condemnation.

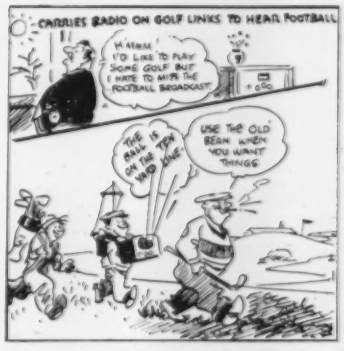
Religion and Networks

In the present controversy covered by your editorial, much stress is laid on what the networks do or do not do in connection with their policies as they may apply to religious broadcasting. Frankly, I cannot see how it is possible to operate on a nationwide basis and do otherwise. And I say this with the utmost respect for the networks which can and have done so much to elevate the standards of broadcasting.

But, by the same premise, it is impossible to fully and completely apply network policies to local operations. Your statement that the networks "allot periods to the recognized clergy which through their associations they divide among themselves" is indeed an excellent plan—excellent because networks are in the enviable position of being able to regiment the nation's finest religious talent. But how about the local stations which seem to be urged by you to "Go and do thou likewise"?

You term such a course a "sensible" one, and we agree—BUT—only if we, in our local field, can regiment a quality of religious broadcasting talent which is acceptable to our own standards, which we do conscientiously try to maintain. Our experience along such lines has been extensive and interesting. We have and do, offer our services to local religious groups, only to have such service grossly misused at times. Inferior talent, last-minute preparations, and a general lack of responsibility have been a few of the transgressions. It has been our experience that no few such organizations are fully appreciative of the value of broadcasting and the responsibilities it demands for acceptable performance.

I am in no wise defending what you so aptly classify as "invective and rabble - rousing" religious broadcasting — no true American can do that and still keep faith with those principles which have been guarded with so much life blood. But I do believe there are many stations carrying local commercial religious programs which perform a real service to their listeners. This of course focuses attention on your own suggestion: "Evidently they realize handsomely by their direct or indirect solicitation."


CARRIES RADIO ON GOLF LINKS TO HEAR FOOTBALL
HI THERE! I'D LIKE TO PLAY SOME GOLF BUT I HATE TO MISS THE FOOTBALL BROADCAST
THE BALL IS ON THE TEE FOR YOU, MAC
USE THE OLD BEAN WHEN YOU WANT THINGS

Atlanta Journal

I do not believe that the average local commercial religious broadcaster actually realizes so handsomely in a financial way. The difficulty, as I see it, is that all must pay the price exacted by the transgressions of the lesser number of unscrupulous commercial preachers. Isn't that true of all of us? Isn't the conscientious self-sacrificing minister subjected to public criticism which has its source in the conduct of the few who accept the obligations of the cloth with selfish gain as their guiding light?

There are conscientious broadcasters and there are questionable broadcasters; there are worthy ministers and there are those who are unworthy; there are honest public servants and there are dishonest public servants. Perhaps you know editors who may not measure up to your own ethics and most certainly we freely admit that there are questionable commercial religious broadcasters.

In your closing paragraph you quote "By their fruits ye shall know them" and a good quotation it is. "By their fruits"—fruits of service to those who listen—should we judge all religious broadcasters, be they sustaining or commercial. I believe that I have had an opportunity such as comes to so very few broadcasters, to observe the "fruits" of commercial religious broadcasting. Through extensive personal contact with listeners; through unsolicited letters from listeners and from close observation, I am conscious of "fruits" which are flavored with a sincere appreciation for local commercial religious broadcasting.

Sometimes I feel that the sophistication of metropolitan living warps our opinions on what religious service should or should not be. I say this because when I catch the pulse of those who live along the by-ways, I am conscious of a simple and homely religious theory which differs so much from my own. * * *

Yes, there are phases of commercial religious broadcasting which every honest and conscientious broadcaster should toss into outer darkness. They have no place in the realm of broadcasting. May we have the courage to act and the ability to sift the chaff from the wheat. But let's not unjustly condemn the so-called "commercial preacher" just because he has the courage to buy time and the ability to make that time profitable in a manner which fair thinking men can judge as helpful to many.

GEORGE W. SMITH
Managing Director,
WWVA
Wheeling, W. Va.

Industry Cooperation

Editor Broadcasting:

The editorial on page 12 of the Jan. 1 issue is splendid.

Your plea for industry cooperation is most timely and important, and it seems that an editorial of this nature would be unnecessary. It stands to reason that the broadcasters must work wholeheartedly together in their own interests and in the interests of sound public relations, in order to perpetuate our American System of Broadcasting, through which we, the listeners, obtain the finest radio programs in the world.

G. W. Weston,
Secretary-Manager
Electric Ass'n,
Kansas City.

"HELLO, ROS METZGER"
(Ruthrauff & Ryan, Inc., Chicago)

Did You say MARKET ?

PEORIAREA is the home of 605,646 people with money to spend. The whole state of Vermont has a population of only 359,000. PEORIAREA is a rich, concentrated market—all within an hour's drive of Peoria—covered thoroughly by ONE radio station—WMBD.

Free & Peters, Inc. Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

PARDON ME FOR FORGETTING MY MODESTY!

RAVE PRESS NOTICES? Certainly. I'm used to that! But when I begin to monopolize the air waves the Fan magazine editors and the Radio columnists will have to find new adjectives to tell about radio's greatest serial program. (I must make a note to have Karameh* arrange to take care of that fan mail.) That good old public will be getting into a new habit in 1939—the habit of dialing for and listening to

FU MANCHU

* My girl Friday

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 67

WTAG
WORCESTER, MASS.
600,000 New Englanders have the same WTAG listening habit.
NBC BASIC RED NETWORK
WEED and CO.
National Representative

Radio AND Education

NBC will contine its series of broadcasts from the campuses of state agricultural colleges during the *National Farm & Home Hour* in 1939. The first program in the new series will originate at the University of Idaho Jan. 18, 12:30 p. m., on NBC-Blue. Others are planned for the U of Missouri, Feb. 15, U of Georgia, March 15, U of Nebraska, April 19, and Oklahoma A. & M. College, May 17.

COURSES in the technique of writing for radio will be given during the winter term of the Writer's School conducted by the New York Chapter of the League of American Writers, which opens Feb. 6. An advanced course in radio for professional writers will be taught by Helen Bergovoy, of the CBS Workshop; and George Asness, originator and director of the Federal Theatre Radio Unit, will conduct the course for beginners.

RADIO WORKSHOP has been organized in Beverly Hills, Cal., to acquaint laymen with problems and methods of modern radio. Headed by Jerome Schwartz, continuity editor of KMPC, that city, and Thorburn Cowan, Hollywood producer and emsee, the Workshop is giving an eight-week course in radio. Each week a different phase of radio is discussed by a prominent member of the industry. Maintaining an atmosphere of the industry, the group holds its meetings in the main studio of KMPC.

CHICAGO Radio Council reports that 244 local schools have 649 radio sets. Similar survey last June showed only 350 sets in 125 schools. For complete coverage of its many programs on Chicago stations, the Council estimates that schools of 1,000 pupils need at least six table model radio sets.

NEW serial for children, *Chimney House*, featuring characters from juvenile literature in new situations, is broadcast weekly on NBC-Red. The serial was written by Pauline Gibson of *Scholastic Magazine*, who has organized the Scholastic National Radio Guild, among high school groups interested in radio.

KSFO, San Francisco, recently inaugurated a discussion program with cooperation of the San Francisco School of Social Studies. It is a 15-minute weekly feature and is entitled *Social Studies Round Table*. From time to time outside experts are invited to join with members of the school staff in special discussion on the program. The School of Social Studies, an experiment in adult education, was founded by Dr. Alexander Meiklejohn in 1932 and last year received a grant from the Carnegie Foundation.

CELEBRATING the tenth anniversary of *Nation's School of the Air*, heard daily on WLW-MBS, four speakers reviewed the progress of the radio school during a special broadcast Jan. 7. Speakers included B. H. Darrow, who set up the first broadcast for the parent *Ohio School of the Air;* John W. Bricker, governor-elect of Ohio, one of the early teachers on the program; Joseph Ries, WLW educational director, and William Dow Boutwell, director of the Radio Workshop.

HARRIET HESTER, educational director of WLS, Chicago, was music judge of the annual Rural Music and Drama Festival given in mid-January under auspices of Illinois U College of Agriculture.

EDUCATIONAL series explaining the functions of the Federal Bureau of Investigation, started by KLZ, Denver, recently is spotted immediately after each Friday night news broadcast. The program, prepared under direction of J. Edgar Hoover, is devoted to interviews with Wayne B. Listerman, special agent in charge of the FBI Denver office.

ON THE SPOT educational broadcasts from Kentucky's industries feature the University of Kentucky's 1939 radio schedule, which has just been published in booklet form and is available free of charge from the studios at the University of Kentucky, Lexington.

IN ORDER to promote Americanism and in an effort to acquaint the people of Southwestern Washington with the freedom afforded them under the Bill of Rights, KWLK, Longview, Wash., has arranged for a series of forum programs to be presented by the members of the Cowlitz County Bar Association. On each broadcast, two or three members of the bar discuss an article of the Bill of Rights.

WLS, Chicago, originated its noontime *Dinner Bell* program from Purdue U. Jan. 9-10 and from Illinois U. Jan. 11-12, featuring speakers from the Agricultural Conference and the Farm & Home Week Convention respectively. George Menard, WLS farm director, was in charge of the remotes.

WIND, Gary, has started a new weekly series called *The City* under auspices of the University Broadcasting Council, Chicago. Purpose is to present a sociologcal discussion of the place a city has in the social structure, with emphasis on police protection, insanity, blighted areas and child welfare.

DOROTHY GORDON, conductor of the MBS program for children *Not So Long Ago*, on Jan. 20 will present her regular quarter-hour broadcast of songs and stories before the annual meeting of the General Federation of Women's Clubs, convening that day at the Mayflower Hotel in Washington, D. C.

TWICE-WEEKLY classes to give high school and college students a practical understanding of radio, both from a layman and professional viewpoint, have been started on WALR, Zanesville, O., under direction of King Whyte, program director.

Children's Program Survey

RADIO Division of the Massachusetts State Federation of Women's Clubs is currently conducting a survey to discover which children's programs are best designed to interest and develop the mind and character of children under 12 years of age. A questionnaire has been sent out to some 80,000 women in Massachusetts asking such questions as "What is your child's favorite program?", "Does it have educational value?" "Is the child's emotional response desirable?". This information will be used by the Federation in its attempt to maintain radio programs.

MILLIONS RIGHT OUT OF THE GROUND!

Making money out of the Red River Valley's fertile soil comes sorta easy to our industrious hayseeds. And spending it is even easier! For instance, $58,704,000 is spent annually for food by WDAY's 1,509,706 listeners. $57,317,000 for automotive products. And so on. Nowhere in the Nation can you find a better market that can be cultivated at so little cost. Won't you write for all the facts?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WFBL
SYRACUSE
Another Advertiser Reports:
"WFBL pulls definite results for us," says Matthew Quinn of the Moore & Quinn Brewery, renewing his 52-time contract for the 3rd consecutive time—a contract that will bring the total broadcasts up to 150. Let WFBL strengthen your Syracuse sales efforts. Write or wire for rates and time.
WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

LOCAL SPONSORS!
Use Radio's Greatest Salesman
SMILIN' ED McCONNELL
NEW SERIES
HYMN TIME
Now 78 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

A CIVIL TEST FOR ANNOUNCERS

New York Municipal Station Demands a Broad Knowledge of Microphone Candidates

DIFFERING from most radio stations, which employ announcers largely on the basis of performance tests, WNYC, New York's non-commercial municipal station, requires its candidates for announcing jobs to pass a six-hour written examination prepared by the Municipal Civil Service Commission, and only then admits them for the oral tests. More than 1,000 candidates for the four vacancies in the station's announcing staff took the written examination in December as a preliminary to the oral examination which will be given in February to the 30 highest scorers on the written part. A few of the questions follow:

"The best way to evaluate a radio program is to count the number of its listeners." Is this a valid statement? Why or why not?

"Every radio program should be an entity which is complete in and of itself." Do you agree? Why or why not?

List three important principles of direction which you should bear in mind in the direction of radio dramatic sketches.

List three factors which determine the number of regular listeners which a radio station attracts.

Can any radio program be entirely devoid of propaganda? Why or why not?

"One of the most significant facts in modern government is the rise of the administrative agency." What is the basis for this statement?

Is it possible for a radio station to affect the crime rate? How?

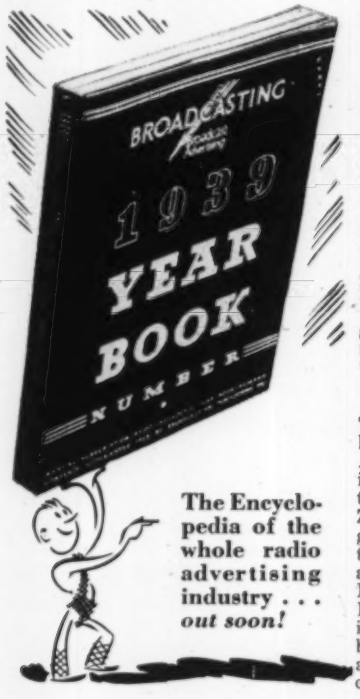
Write a 50-word announcement on the purpose of the Lima Conference in introduction to the radio presentation of a talk on Pan-American relations.

Write a 50-word announcement on Liszt suitable in introduction to the radio presentation of the Hungarian Rhapsody No. 2.

Explain briefly the following musical terms: oratorio, concerto, fugue, symphony, sonata, tone-poem. Name a well-known composition of each type and its author.

Definitions were asked for 25 words, including: diapason, etymology, choreography, spoliate, torpid, etc.

Finally the candidates were given 25 sentences, some with grammatical errors, to correct. For example: "This data can be interpreted with great ease;" "This is his, yours, and my problem;" "They are as good as us."



The Encyclopedia of the whole radio advertising industry . . . *out soon!*

Actions by FTC

THE Federal Trade Commission has charged M. L. Clein & Co., Atlanta (cold remedies) with making misleading claims for its Mentho-Mulsion and Malco Cold Tablets. Zendejas Products Corp., Los Angeles, is charged with misrepresentation in the sale of proprietaries advertised in Spanish. Pinaud Inc., New York, has been ordered by the FTC to cease certain claims for its 612 Creme de Mascara. Elizabeth Arden Sales Corp. and affiliates have agreed to cease certain claims for cosmetics.

FCC Annual Report

(Continued from page 40)

which required some form of action. Increasing use of radio for police, marine, fire, aviation and other services has swelled the number of radio operators who must be licensed by the Commission to nearly 40,000. Some 50,000 amateurs also are licensed.

"The administrative task throughout the range of the Commission's functions is accordingly large, varied, and difficult", the report continued. "Experience has demonstrated that the Commission is gravely understaffed for its task and that this condition is largely responsible for the accumulation of work and the inability to keep a great part of this work current. Overtime work by the staff is unavoidable, and excessive.

"It amounted in the fiscal year to 2,062 days, or the equivalent of about 5 days for every person in the Commission's headquarters organization of less than 400 people. Since the end of the fiscal year the overtime condition has grown somewhat worse.

"To remedy this situation of understaffing, overload, and accumulation, as well as to provide more adequate and effective facilities for regulation, the Commission has recommended this year a substantial increase in its budget.

"Reorganization steps already taken have helped materially but they are not, and alone cannot be, a complete cure. The Commission was behind on its work on pending applications for broadcasting licenses, as well as some other phases of its work. Through speeding up, and a great deal of overtime work, this accumulation of cases and work has been handled and made practically current.

"The divisional method of organization (i. e. Telephone, Telegraph and Broadcast Divisions), which divided responsibility for Commission action, was abandoned. The work was merged into a single organic whole.

"Since the close of the fiscal year we have adopted measures to complete, or largely to complete, the reorganization of the Commission's administrative set-up, and the Examining Division, as well as the Information Office as formerly operated were abolished. Formerly, recommendations made by the examiners were, in part, the basis for a great majority of the Commission's decisions. Under the new practice each hearing is to be conducted by the Commission, by a commissioner, or by one or more suitably qualified employees, chiefly lawyers. The Commission, instead of the person who presided at the hearing, will file a proposed report of findings of fact and conclusions of law in each case, which report shall be public. Opportunity will be afforded for the filing of exceptions and oral argument before the Commission issues its final report or order. This procedure provides for "fair play" by apprising the parties of the proposed decisions before they are made final, as the Supreme Court advocated in its decisions in the Morgan and other cases."

Recording Groups Merge Into Single Organization

MERGER of the National Association of Performing Artists and the American Society of Recording Artists into a single organization under the NAPA title was announced Dec. 30 at NAPA headquarters in New York. Since both groups were working for the same objective, "legislative and judicial recognition of the artists' rights in the mechanical reproduction of their interpretative works," the announcement states, "it was deemed wise to centralize the efforts under the supervision of one organization of a purely mutual character, one operated by the artists themselves for their own interests."

All members of the ASRA have been accepted into the NAPA, which now claims to include "practically all the recording artists in North America, both vocal and musical." Al Jolson, ASRA president, has been made a vice-president of NAPA, and the following members and directors of ASRA have been elected to the directorate of NAPA: Alfred Hertz, Mary Garden, Dick Powell, John McCormack, Al Jolson, Lucrezia Bori, Victor Young, Noel Coward, Arthur W. Levy, Richard Crooks. Fred Waring, NAPA president, called the merger the best thing that could happen for recording talent, whose efforts "have been shamefully exploited for commercial purposes" and who "must make a united drive for universal recognition and equitable consideration from the manufacturers and users of mechanical reproductions of our interpretative efforts."

"THE EARLY BIRD" CATCHES THE WORM

. . . and the worm in this case is a load of sales for the participating sponsors of this easy-to-start-the-day-with program filled to the brim with music, weather signals, temperature reports, etc., under the direction of popular Charlie McCarthy. Write, wire or 'phone for details.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES, EDWARD PETRY & CO., INC.

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

IF I RAN A RADIO STATION—

I WOULD give my audience the finest programs the entertainment market offered. For I know there is no limit to public response if you give the public what it wants.

I would make available to my sponsors only the finest programs in order to assure maximum results. For they richly deserve this for spending their money buying my time and for affording the public outstanding entertainment.

And to keep faith with myself and with these 1939 resolutions . . . I would begin with Radio's Greatest Serial Program

FU MANCHU

RADIO Attractions
INCORPORATED
RKO BLDG. RADIO CITY N. Y.

SEE PAGE 69

IN NEW YORK

HOTEL

McALPIN

"A Great Hotel"

McALPIN
IS NEAR TO
BUSINESS CENTERS
Empire State Building ½ block away.
ENTERTAINMENT CENTERS
3 Minutes to Times Square.
SHOPPING AREA
In the vicinity of the city's largest department stores.
1 BLOCK FROM PENNSYLVANIA R. R. STATION
7 MINUTES TO GRAND CENTRAL TERMINAL
B. & O. MOTOR COACHES STOP AT OUR DOOR

FROM **$3** A DAY, SINGLE • *FROM* **$4.50** DOUBLE
LARGE, BRIGHT ROOMS, NEWLY FURNISHED!
NEWLY DECORATED! EACH WITH PRIVATE BATH!
2 POPUULAR PRICED RESTAURANTS

HOTEL

McALPIN

BROADWAY AT 34th STREET, NEW YORK
Under KNOTT Management JOHN J. WOELFLE, *Manager*

Would Retain WPTF

(*Continued from page 10*)

tion more than 10 years ago, it had been its consistent policy to develop it in the public interest, Mr. Coley reviewed the conditions of the agreement whereby WPTF began operation during evening hours on 680 kc. with NBC's consent and with the option whereby NBC could purchase the station as a definite part of the arrangement.

He pointed out that the only point of disagreement has been Durham's refusal to subordinate the rights of WPTF to those of KPO at a time when the FCC was considering changes in its regulations which might give WPTF an opportunity to further increase its power and hours and operation.

Public Interest

In his reply to Mr. Coley, Mr. Hedges said that after careful consideration "we have concluded that the public interest of the State of North Carolina will best be served by the ownership and operation of WPTF by the recently formed North Carolina Radio Corp., whose widely distributed ownership represents the finest elements of a well diversified cross-section of the business and civic activities of the State of North Carolina."

Furthermore, Mr. Hedges said that since Durham had already assured NBC of its willingness to cooperate in the acquisition of the station by NBC "we therefore feel sure that you will not only be willing but anxious to extend that cooperation to the North Carolina Radio Corp., composed as it is of such able and representative citizens of North Carolina and I therefore earnestly urge that you confer with their officers and directors with that end in view."

He added he was sure that members of the new corporation "would welcome the inclusion of yourself and your associates in their ranks, since it is their purpose to represent as widely diversified interests as possible so as to insure at all times a truly impartial and disinterested policy for the management and operation of WPTF."

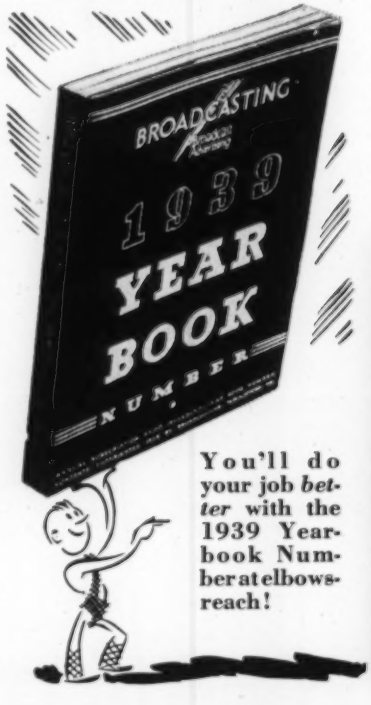
With the formation of the new corporation in December, it had been stated it was that organization's desire to retain as manager of the station Richard H. Mason, who has directed it for several years. It was learned, however, that there have been absolutely no negotiations with Mr. Mason and that he has refused to discuss this matter unless and until the company has a radio station in Raleigh for which it is seeking an executive head.

DISTRICT SESSIONS ARRANGED BY NAB

FIVE district meetings of the NAB in the West and on the Pacific Coast, will be attended by NAB President Neville Miller from Jan. 18 to Feb. 2. He will address the meeting in Denver (Colorado, Utah, Wyoming, Idaho and Montana) Jan. 18-19 with Director Gene O'Fallon, KFEL, presiding; Portland (Oregon, Washington, Alaska) Jan. 23, with Director O. W. Myers, KOIN-KALE, presiding; San Francisco, (Northern California, Nevada and Hawaii) on Jan. 25, with Director Ralph R. Brunton, KJBS-KQW, presiding; Los Angeles, (Southern California, Arizona, New Mexico), Jan. 27, with Director Donald Thornburgh, CBS vice president, presiding; Dallas, (Texas only) Feb. 2, with Director O. L. Taylor, KGNC, presiding.

In addition to the district meetings, Mr. Miller also will attend sessions of the Sales Managers' Committee, to be held the day preceding or the day following the main sessions. He will leave Washington Jan. 16, accompanied by Ed Kirby, NAB public relations director, who also will address the broadcasters on phases of NAB activity under his supervision.

Appointment of committees authorized at the meeting of the NAB board of directors in Washington last month, including the important Program Standards Committee, probably will be deferred until President Miller's return. He intends discussing appointments with key broadcasters during his trip. Meanwhile, codifying of all of the policies relating to programs, including those of networks and independent stations, is going forward under his direction.



You'll do your job *better* with the 1939 Yearbook Number at elbows-reach!

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

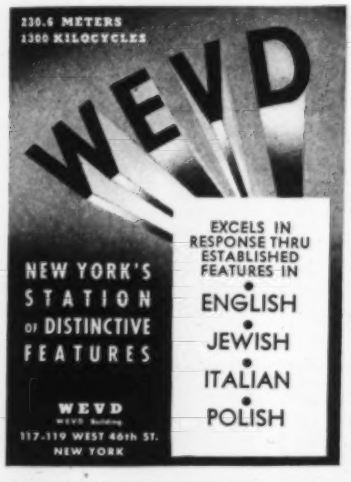
The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Quaker Oats on WOR

QUAKER OATS Co., Chicago, on Jan. 7 started a new weekly program *The Man on the Farm* on WOR, Newark, for Ful-O-Pep poultry feed. The half-hour program is heard Saturdays and consists of musical transcriptions combined with ten minutes of interviews with local dealers and customers conducted by Joe Bier as m.c. The acount is handled by Benton & Bowles, Chicago.

EXCLUSIVE contract for broadcasting 1939 baseball games of the Syracuse Chiefs of the International League over WSYR has been signed by the Atlantic Refining Co., which has sponsored Syracuse U football games over the station for several years. Account was placed through N. W. Ayer & Son, Philadelphia.



Late Personal Notes

GEORGE H. PAYNE, FCC commissioner, returned to Washington in early January after having been in Florida for several weeks—his second trip there since presenting a physician's affidavit stating he was suffering from "hyper-tension complicated with a valvular heart disease" and that he must "take a complete rest for a period of at least several months."

NILES TRAMMELL, NBC executive vice-president, arrived in Hollywood Jan. 9 and planned to remain over for the Jan. 15 debut of the new Kellogg program *The Circle*.

J. L. VAN VOLKENBURG, assistant manager of CBS-Chicago, went to Hollywood Jan. 3 to supervise the new Wrigley show titled *Gateway to Hollywood*. He is expected to return to Chicago about Jan. 25.

JOHN PARSONS, formerly of WBNX, Springfield, Vt., and Edward Burns and Leo Keegan of Providence have joined the sales force of WNBC, New Britain, Conn.

ED WOOD, sales manager of WGN, Chicago, has returned to his desk following a week's illness.

ROSSER FOWLKES, announcer of WAIR, Winston-Salem, N. C., has been placed in charge of continuity and production, replacing Don Gardiner who joined WRC-WMAL, Washington.

GEORGE E. HALLEY, director of national program sales for KMBC, Kansas City, arrived in New York Jan. 11 for a two-week business stay.

LEO BOULETTE, of the continuity staff of WLS, Chicago, is the father of a baby girl born Jan. 7.

GEORGE JOHNSON, staff violinist of KVI, Tacoma, recently married Maxine Erickson.

RICHARD E. O'DEA, vice-president of WNEW, New York, who has been ill with a heart ailment for the last three months, has left St. Joseph's Hospital, Paterson, N. J., and plans to return to work soon.

J. F. DOBOSY and Albert J. Pekkola have joined the engineering staff of WHK-WCLE, Cleveland, as control operators. J. D. Woodward recently resigned from the engineering staff to become chief engineer of WBOE, new station of the Cleveland Board of Education, whose construction Woodward supervised while still on the WHK-WCLE staff.

PHIL MYGATT, en route to Sydney to head J. Walter Thompson Co. radio department in Australia, was in Hollywood Jan. 6 to confer with Danny Danker, West Coast vice-president in charge of radio.

HELEN SINCLAIR, of the radio copy department of Schwimmer & Scott, Chicago, has returned to work after an appendectomy.

GAYLORD AVERY and Miss Laura York, both of the staff of WOW, Omaha, have announced their engagement. They are known as the "kiddies", since both are less than five feet tall.

J. OREN WEAVER, news editor of WBBM, Chicago, spoke Jan. 12 before the Illinois Federated Women's Clubs, Chicago, on "Backstage in Radio".

WALTER ZIVI, formerly of Selviair Broadcasting System Inc., Chicago agency, has been named account executive of Newby, Peron & Flitcraft Inc., Chicago.

ART BENZON, engineer of KVI, Tacoma, is the father of a girl born Christmas day.

JACK HOINS formerly with the *New York Daily News*, has joined the CBS New York press department as copy editor, replacing Wallace West who was taken off the desk to handle publicity on television, shortwave operations and the network's new subsidiary, American Record Corp. Hal Davis has been transferred from the day staff to become night publicity manager.

JEFF BAKER, announcer and dramatic director of WTAR, Norfolk, has joined the staff of WRVA, Richmond, as announcer, replacing Ted Reams, now with CBS in New York.

JOHN S. deRUSSY, for the last four years a member of the advertising department of the *Philadelphia Record*, has been appointed to the KYW sales staff.

WILLIAM B. GELLATLY, former sales manager of WOR, Newark, has resigned from Miller Broadcasting System, sound-on-tape reproduction company, of which he has been sales manager for six months. No successor has been named.

J. E. BAUDINO, chief engineer of KDKA, Pittsburgh, on Jan. 10 spoke on "Developments in Radio Broadcasting" at the monthly meeting of Radio Service Men's Assn.

JACOB HEFFLER, comptroller of WCAU, Philadelphia, is the father of a girl born recently.

MRS. JOSEPHINE GOFF, dramatic producer of KSL, Salt Lake City, has been named state chairman of radio publicity for the President's Birthday Ball.

LARRY ROLLER, educational director of WHK, Mutual's Cleveland affiliate, will direct six programs from the convention of the American Association of School Administrators, to be held in Cleveland Feb. 25-March 2.

GEORGE GERWING has resigned on doctor's orders as executive secretary of Los Angeles Chapter, American Federation of Rado Artists. Gerwing held the post only six weeks, and prior to that was Southern California director of the Federal Theatre Project, from which he had resigned to become associated with AFRA. I. B. Kornblum, AFRA counsel, will handle duties of the executive secretary until the vacancy is filled.

RUSS PAULSON, who managed the Los Angeles office of J. Walter Thompson Co. before it was consolidated with the Hollywood radio division on Jan. 1, has resigned from the agency.

FRED GARRIGUS, of the staff of WEEI, Boston, and Mrs. Garrigus are the parents of a son, David Hersey, born Dec. 29. Office Manager Helen Lee of WEEI was married to Bernard Smith, of Cleveland, Dec. 10. Dorothy Drake has been appointed WEEI publicity director.

Now .. **WHBF**

ROCK ISLAND - MOLINE, ILLINOIS
and DAVENPORT, IOWA

Joins **MUTUAL**

BROADCASTING SYSTEM
WITH POWER INCREASE
FULL TIME TO

1000 WATTS

1240 Kilocyles
THOROUGHLY BLANKETING
a daytime area of

600,000 People

NIGHT 300,000 PEOPLE

GENE FURGASON & CO., National Representatives
NEW YORK • CHICAGO • KANSAS CITY

Universal AIRMASTER Microphones

A new constant air-velocity super-microphone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.

Model AV-H, high impedance (direct to grid): AV-P, to match 500 ohms line: AV-L, to match 200 ohm line: and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.

Microphone Division

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U.S.A.

IT TAKES MORE COURAGE **NOT** TO ACT!

I AM DESTINED to be one of the big hits on the air. Everybody admits that. Many of the leaders amongst radio stations, (KDKA, WRC, WNAC, WRVA, WFBL, WFBR, WEAN, WBAX, WDRC, etc., etc.) have acted early and tied in with me. Successful people succeed with little effort where others fail with great effort—that's because successful men have learned to ride successful vehicles. Ask Collier's... ask Doubleday-Doran... ask MGM ... ask Paramount. When there is so much evidence of imminent success, it does not take courage to act—it takes more courage NOT to act.

FU MANCHU

RADIO *Attractions*
INCORPORATED
RKO BLDG. RADIO CITY N.Y.

—SEE PAGE 59—

Financial History of CBS From Its Inception: Consolidated Statement of

Total April 5, 1927 to Jan. 1, 1938			52 Weeks Ended Jan. 1, 1938		53 Weeks Ended Jan. 2, 1937		52 Weeks Ended Dec. 28, 1935		52 Weeks Ended Dec. 29, 1934	
	$159,500,871.85	Gross income from sale of facilities, talent and lines (after elimination of intercompany sales)		$34,239,896.09		$27,780,300.67		$21,417,182.65		$17,823,387.51
$24,351,185.22		Less: Time discounts	$6,592,656.55		$4,669,885.83		$3,588,616.92		$2,780,590.58	
17,703,369.60	42,054,554.82	Agency commissions	3,817,695.32	10,410,351.87	3,171,604.11	7,841,489.94	2,425,494.04	6,014,110.96	2,058,833.25	4,839,423.83
	$117,446,317.03	Net Income		23,829,544.22		19,938,810.73		15,403,071.69		12,983,963.68
	67,694,885.15	Operating and development expenses		13,045,118.26		10,601,120.01		8,403,816.32		7,224,404.53
	$49,751,431.88	Net after operating and development expense		10,784,425.96		9,337,690.72		6,999,255.37		5,759,559.15
$335,186.82		Maintenance and repairs	131,031.67		30,388.05		24,225.92		20,631.27	
3,276,281.11		Depreciation	535,152.53		485,478.76		466,582.13		480,097.56	
938,232.90		Taxes—other than Federal income	369,318.19		225,821.07		95,614.83		83,279.72	
2,357,827.57		Rents	736,411.24		499,316.37		318,667.20		277,534.39	
271,384.20		Bad debts and provision for doubtful accounts	9,203.60		9,759.66		16,632.07		39,940.27	
21,034,852.70	28,213,765.30	Selling, general and administrative expenses	3,894,395.24	5,675,512.47	3,712,549.27	4,963,313.18	2,941,191.91	3,862,914.06	2,303,167.78	3,204,650.99
	$21,537,666.58	Net after other expenses		5,108,913.49		4,374,377.54		3,136,341.31		2,554,908.16
		Other income:								
$102,671.50		Dividends	33,976.50		13,179.00		7,290.00			
313,311.11		Interest on marketable securities	41,645.15		84,646.77		80,855.68		56,182.05	
84,058.23		Interest on bank deposits and notes receivable	519.89		2,796.18		3,572.33		7,618.48	
10,656.40		Prior year's amortization of premium on marketable securities sold during 1937	10,656.40							
16,983.00		Profit on retirement of portion of stock of subsidiary company not consolidated	16,983.00							
27,153.84		Bad debts recovered	3,320.03		2,025.76		10,981.24		10,826.81	
12,487.92		Profit on sale of portion of stock of affiliated company			12,487.92					
18,252.45		Profit on sale of marketable securities (specific certificate or bond)			12,436.82		531.26		5,284.37	
96,424.13		Non-recurring income								
195,106.86	877,105.44	Sundry (net)	41,665.40	148,766.37	19,555.59	147,128.04	29,626.36	132,856.87	12,271.57	92,183.28
	$22,414,772.02	Total		5,257,679.86		4,521,505.58		3,269,198.18		2,647,091.44
		Income deductions:								
$82,260.85		Interest	44,323.61		19,631.23		11,389.52		1,123.02	
18,767.93		Loss on sale of marketable securities (specific certificate or bond)	18,767.93							
47,066.92		Amortization of premium on marketable securities			2,891.23		29,614.21		14,561.48	
7,127.13	155,222.83	Sundry		63,091.54		22,522.46		41,003.73		15,684.50
	$22,259,549.19	Net income before provision for Federal income taxes		5,194,588.32		4,498,983.12		3,228,194.45		2,631,406.94
	3,278,820.52	Provision for Federal income taxes		897,021.50		743,460.13		418,115.75		357,286.95
	$18,980,728.67	Consolidated net income after provision for Federal income taxes		$4,297,566.82		$3,755,522.99		$2,810,078.70		$2,274,119.99

CBS Phase of Network Inquiry

(*Continued from page 13*)

said. While the contracts prescribe certain fixed periods, he said these policies are sufficiently flexible to care for conditions which might arise locally, such as an automobile show which runs for a week, and other programs of shorter duration than the customary 13-week minimum schedule.

Referring Mr. Runyon to the exhibit dealing with national spot advertising on the owned and operated stations, Mr. Porter asked why WKRC's national spot business represented only 5% of its local commercial time. Mr. Runyon responded that the competitive situation is such that WKRC is used primarily for local advertising accounts. Network affiliation, he said, has nothing to do with it. General competition with the other Cincinnati stations as well as with WLW affects the national spot picture there, he said.

Asked whether CBS makes an effort to sell national spot through Radio Sales, Mr. Runyon declared he hoped it made a "better effort" than others. The manager of each station in cities where Radio Sales does not have an office, acts as the Radio Sales representative for other CBS owned stations.

WKRC does not procure Procter & Gamble spot business, despite its Cincinnati location, though other CBS stations have it, Mr. Runyon declared in responding to Mr. Porter. Asked why WABC's national spot time was so small, Mr. Runyon declared that CBS had never made any particular effort to sell the station in that way because of its status as the network key.

Network's Development Traced by Mr. White

Resuming the stand Jan. 11, Mr. Runyon again was questioned on the power of local station managers to refuse network commercials or sustainings to make way for important local programs. Mr. Runyon said he did not recall a single serious dispute in connection with clearance of local time over owned and managed stations and that in many instances, matters of that character were simply handled in routine fashion and did not come to his attention.

Clearance of time for important local features is a very distinct asset to the network, he said, since the effort is to build community popularity and handling of local public service features is definitely in the best interests of the station and the network.

Frank K. White, treasurer of CBS, and in charge of all of its financial matters, was called as the next witness and traced the meteoric development of CBS from its beginning in 1927 to the present. The entire capital structure of the network, even during the days when it was known as United Independent Broadcasters Inc., was described, followed by the presentation of actual operating figures on a consolidated basis.

Unlike its major competitor, NBC, CBS's balance sheets have been made available annually, since the corporation is independently operated. NBC, on the other hand, being a wholly-owned subsidiary of RCA, has not made public its individual balance sheets annually since these were absorbed in the RCA annual statements.

The consolidated profit and loss statement for CBS from 1927 to Jan. 1, 1938, disclosed an aggregate net income of approximately $19,000,000—just about equal to NBC's figures since its inception from 1926 [see pages 26 and 27].

In tracing the history of CBS, Mr. White explained it was first known as United Independent Broadcasters but in April, 1927, made an arrangement with the Columbia Phonograph Co. which acted as its sales agent, the company then becoming the Columbia Phonograph Broadcasting System. Subsequently, the name was changed to Columbia Broadcasting System through a merger of the former two companies and in January, 1929, CBS became a separate corporation and United Independent Broadcasters absorbed by it.

A stock breakdown of CBS through the years was described by Mr. White, along with the manner in which the corporation functioned. As of May, 1928, he said CBS had 4,683 Class A stockholders and 1,794 Class B stockholders, with the total number of outstanding shares aggregating 949,026 Class A shares, and 758,924 Class B shares. An aggregate of 1,500,000 shares of Class A and B stock is authorized, with the balance remaining in treasury stock. All of this data, he explained, has been

More for Watches

INCREASED advertising appropriations of 25% for 1939, to be used principally for expanded radio coverage, were announced by the Bulova and Benrus watch companies at their annual sales conventions held the week of Jan. 9 in New York. Both companies use chiefly time signals. Agency for Bulova Watch Co. is the Biow Co., New York. Brown & Tarcher, New York, handles Benrus advertising.

Income, Expenses and Net Operating Profit, 1927-1937, Inclusive

52 Weeks Ended Dec. 30, 1933		53 Weeks Ended Dec. 31, 1932		52 Weeks Ended Dec. 26, 1931		52 Weeks Ended Dec. 27, 1930		52 Weeks Ended Dec. 28, 1929		52 Weeks Ended Dec. 31, 1928		April 5, 1927 to Dec. 31, 1927
	$12,402,508.36		$15,949,971.20		$14,482,370.38		$8,726,884.64		$5,053,414.19		$1,448,398.64	$176,557.52
$1,895,025.19		$2,060,854.00		$1,747,571.56		$644,221.45		$333,339.77		$38,423.37		.....
1,429,539.99	3,324,565.18	1,721,674.54	3,782,528.54	1,504,915.96	3,252,487.52	886,481.52	1,530,702.97	548,001.63	881,341.40	139,129.24	177,552.61	.....
	9,077,943.18		12,167,442.66		11,229,882.86		7,196,181.67		4,172,072.79		1,270,846.03	$176,557.52
	5,597,750.10		7,362,678.98		6,429,399.82		4,750,357.01		2,693,633.33		1,241,456.00	345,150.79
	3,480,193.08		4,804,763.68		4,800,483.04		2,445,824.66		1,478,439.46		29,390.03	(168,593.27)
48,735.88		46,516.86		33,657.17		.....		.....		.....		.....
457,904.24		421,326.62		246,819.13		114,695.32		36,795.96		31,428.86		.....
115,922.60		31,783.33		16,493.16		.....		.....		.....		.....
205,977.53		182,996.43		136,924.41		.....		.....		.....		.....
81,519.08		83,495.64		30,833.88		.....		.....		.....		.....
1,550,714.07	2,460,773.40	2,193,204.74	2,959,323.62	1,807,210.62	2,271,938.37	1,443,068.21	1,557,763.53	964,726.10	1,001,522.06	172,973.03	204,401.89	51,651.73
	1,019,419.68		1,845,440.06		2,528,544.67		888,061.13		476,917.40		(175,011.86)	(220,245.00)
.....		.....		8,226.00		40,000.00		.....		.....		.....
25,647.51		16,005.99		8,327.96		.....		.....		.....		.....
19,545.71		22,602.97		16,962.65		10,440.02		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		96,424.13		.....		.....		.....		.....
19,810.62	65,003.84	9,188.66	47,797.62	15,908.95	145,849.69	46,901.19	97,341.21	.....	.....	.....	.....	178.52
	1,084,423.52		1,893,237.68		2,674,394.36		985,402.34		476,917.40		(175,011.86)	(220,066.48)
459.19		5,097.65		236.63		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....		.....		.....		.....		.....		.....		.....
.....	459.19	.....	5,097.65	.....	236.63	.....	.....		2,714.27		4,412.86	.....
	1,083,964.33		1,888,140.03		2,674,157.73		985,402.34		474,203.13		(179,424.72)	(220,066.48)
	160,169.62		264,688.19		327,391.70		110,686.68		.....		.....	.....
	$923,794.71		$1,623,451.84		$2,346,766.03		$874,715.66		$474,203.13		($179,424.72)	(220,066.48)

registered with the Securities & Exchange Commission and the stock is listed on the New York Exchange.

Prior to November 1927, the predecessor of the present CBS, was not controlled by any one individual but in November, 1927, Jerome H. Louchheim, prominent sportsman and industrialist, Isaac D. Levy, and Dr. Leon Levy, Philadelphia broadcasters, purchased control. The next change in control developed in September, 1928, at which time William S. Paley and members of his family purchased 2,515 shares of the then total authorized stock of 5,000 shares. This control continued until August, 1929, at which time Paramount Famous Lasky acquired one-half of the Class A stock but Mr. Paley held the majority of the Class B stock.

In March, 1932, Paramount Publix Corp., successor to Paramount Famous, sold its Class A stock to various officers of CBS. The Paley family then procured control of both classes of the company stock.

While CBS has never made a public offering of its facilities, it has sold stock to individuals, Mr. White testified. On March 7, 1932, an agreement was made by Mr. Paley with a group of underwriters, Brown Brothers, Harriman & Co., under which 18,246 shares of stock were sold for approximately $1,500,000 for resale to the public. An option covering 6,082 additional shares at the same price per share also was exercised by the underwriters and disposed of to its customers.

Paley's Stock Holdings Are Disclosed

Among the exhibits introduced by Mr. White dealing with the CBS ownership, was one covering a schedule of officers and directors as of Oct. 1, 1938, showing the amount of stock held by them both outright and beneficially as of May 27, 1938. William S. Paley was shown as the owner of 20,530 shares of Class A and the beneficial owner of 108,510 shares of Class A. He also held 400,088 shares of Class B and beneficially an additional 340,726 shares of Class B [see page 72].

Second largest individual stockholder was shown as Isaac D. Levy, with 64,200 shares of Class A owned outright and 63,200 shares of Class A owned beneficially. He also held 23,465 shares of Class B outright and 23,465 beneficially. His brother, Dr. Leon Levy, held the third largest block—37,850 shares of Class A owned outright and an equal amount held beneficially and 44,900 shares of Class B stock owned with 49,900 shares owned beneficially.

Considerable cross-examination developed in connection with an option plan devised by Columbia under which key officers are permitted to purchase stock in proportion to bonuses or additional compensation voted by the board. This showed that Mr. Klauber, as executive vice-president, had a right to 64,980 shares of stock, Vice-President Keston, 2,556 shares; Vice-President Runyon, 1,704 shares; Vice-President Lowman, 626 shares; H. K. Boice, former sales vice-president, 1,186 shares; Vice-President Akerberg, 712 shares, and H. Leslie Atlass, Chicago vice-president, 656 shares.

Mr. White explained that this officers option plan was in the nature of a stock bonus proposition. Mr. Klauber, for example, he explained, could not purchase the additional shares except to the extent of one-half of the additional bonus or annual compensation voted him. He cited that as of Jan. 10, 1938, Mr. Klauber was entitled to purchase 1,328 shares of the total of 4,980 shares available to him but that up to this time he had not exercised the option. He can do so up to March 10, 1939, he explained. The price for the stock was placed at $15 per share, he said.

A summary of capital stock issued, held in the treasury and outstanding, from CBS' inception in 1927, through Jan. 1, 1939, also was offered as an exhibit. As of Jan. 1, 1939, this showed that a total of 1,900,747 shares had been issued with a par value of $2.50 per share. The total par or stated value of this stock was $4,751,867.50. Of this total, 192,600 shares were held in the treasury with a value of $1,055,670.64. The total number of outstanding shares, therefore, was 1,708,147.

Another exhibit covered a breakdown of affiliations of officers, directors and principal stockholders (those owning more than 1% of CBS stock) with national advertising agencies, users, national representatives of stations or broadcasters, this information being supplied in specific response to the FCC's notice of hearing.

Securities Held by Officers Are Shown

William S. Paley was shown as the owner of 110⅔ shares of WCAU as well as less than 1% of the stock in a group of companies including Sante Fe Railroad, General Foods, General Motors, Liggett & Myers, Texas Co., Time Inc., and U. S. Rubber. Isaac D. Levy was shown as the owner of 326⅔

shares of WCAU; Leon Levy as owner of a like amount in WCAU; Mr. Lowman as a director and owner of 112 shares of common stock in WDRC, Hartford; 111 shares in WHP, Harrisburg, and 350 shares in Western Ontario Broadcasting Co., former licensee of CKLW, Windsor-Detroit.

Leslie Atlass was shown as the owner of 205 shares of stock in the Public Service Broadcasting Co., and as vice-president of WIND and a director of WJJD, operated by the latter company. Sam Pickard, CBS vice-president, was shown as the owner of 138 shares in WHP; 300 shares in Western Ontario and less than 1% in Chrysler, General Motors, Texas and Phillips Petroleum.

Real Property and Transmitter Shown

Mr. Porter asked whether WCAU, as a corporation, had not recently purchased 2,000 shares of CBS stock in addition to the extensive holdings of the Levy Brothers, individually. Mr. White said the records did not show that but Chief CBS Counsel Burns declared further testimony would be offered in that connection.

Among other exhibits introduced was one on real property and transmitting plants owned by CBS as of July 1, 1938, covering its owned and managed stations, studios, and related properties. Another exhibit showed properties held under lease by CBS including its headquarters building, theatres used for studios, space leased for its owned and operated stations and rehearsal studios and other properties.

A consolidated balance sheet disclosed that as of Jan. 1, 1938, CBS had total assets of $13,572,654.86. Of this amount $3,636,397.04 represented cash and negotiable securities; $2,295,040.98 notes and accounts receivable; $128,524.31, other current assets; $38,791.59 investments in affiliated companies; $1,961,147.57 in land; $2,427,193.08 in buildings, equipment, etc., $2,258,361.58 in good will and $827,198.71 in other non-current assets.

Goodwill Item in Balance Sheet Explained

In describing the comparative consolidated balance sheets for CBS since its origin, Mr. White explained that the item of goodwill, as carried on its books, is anchored strictly to payments made by CBS for station facilities and in no way represents an appraisal or mark-up. In other words, he asserted, the figure is entirely cared for by subtracting from the price CBS has paid for station facilities, the actual value of those facilities, the balance being regarded as the goodwill item. For its eight owned stations, CBS has paid $3,308,701, he said, with the net worth of these assets computed at $1,050,339. Thus, he said, the goodwill item of $2,258,361.58 was arrived at.

There was considerable cross-examination on this item, which also played a significant part in the NBC testimony where a different method of computing goodwill was employed.

Mr. White reiterated under this questioning that the goodwill reflected the excess of cash actually paid for facilities over the net worth of those companies. Responding to Counsel Burns, he said all of these figures were arrived at as a result of "arm's length transactions" and that there was no element of write-up or appraisal involved.

Mr. White said figures for 1938 year would not be available until some time in March. He estimated, however, that net profit for the year will be within a few thousand dollars of $3,500,000 or approximately $800,000 less than 1937 and even below 1936.

Asked by Judge Sykes why the net profit has fallen off that amount, Mr. White asserted that a good bit of it could be charged off to the very substantial increase in operating expense factors which developed during latter 1937 and 1938. The contracts entered into with AFM for employment of musicians on a standardized basis, plus other talent costs, contributed to it, he said, together with payroll increases. Moreover, various operating departments were placed on a five-day week resulting in a substantial increase in the number of persons employed. Finally, he declared there was less income since "sales fell off badly during the summer". When Acting Chairman Brown observed that the summer slump was a customary thing, Mr. White responded that it has not been as bad as that which developed last summer.

The CBS board prefers to keep on hand a minimum of $4,000,000 and a maximum of about $5,000,000 in ready capital, Mr. White declared. The rapid technical progress of the industry, the obsolescence factor insofar as equipment is concerned and new developments such as television, necessitates this type of budget.

Source of Business For Year Is Shown

Of CBS total business during 1937, 82% was derived from network time sales, 12% from local time sales of owned and operated stations and the remaining 6% from all other sources, including talent, line charges and the like, Mr. White asserted. Annual network sales of facilities segregated as between owned and operated stations and those of affiliated stations amounted to $28,155,757 gross in 1937 and $18,673,725 net. Of these totals, affiliated stations accounted for $19,850,481 of the gross with the owned and operated stations representing $8,305,276. The net figures were $13,116,726 for affiliated stations and $5,556,999 for owned and operated stations.

In another exhibit, the mooted subject of payments to affiliated stations was covered as part of a consolidated expense sheet for 1927 through 1937 inclusive. This tended to show that CBS has substantially increased its payments to affiliates as its own business has increased and that the percentage for 1937 practically doubled that of 1931.

In 1937, according to this breakdown, CBS had aggregate expenses of $18,720,630. Network line costs amounted to $1,556,037. Payments to affiliated stations totaled $5,556,623. Another exhibit showed the ratio of payments to affiliated stations, to network sales of affiliated stations for the years 1931 to 1937. In 1931, the percentage of payments was 21.53% of net sales and this increased year to year until 1937 when it amounted to 42.36%. From the standpoint of gross sales by the network, the percentage increase was from 15.62% in 1931 to 27.99% in 1937.

Payments Dropped In Only One Year

Only in one year, it was explained, did the payments to affiliated stations actually drop. That was in 1933, when they aggregated $1,446,827 as against the 1932 figure of $1,805,211.

Questioned closely by Chairman McNinch as to the meaning of these figures, Mr. White sought to explain that the ratio of payments to affiliates increased as the business on the network increased and also that the proportion of revenue received by the average station graduated upward as the sale of that station's facilities by the network improved.

In breaking down the gross sales of CBS, Mr. White brought out that of the aggregate business of $34,239,896 in 1937, network time sales represented $28,155,757, local

Holdings of CBS and Other Stock

By Officers and Directors as of May 27, 1938

(As reported to FCC at hearing Jan. 11)

NAME	*POSITION*	*Class A Stock Amount Owned of Record Shares*	*$2.50 Par Value Amount Owned Beneficially Shares*	*Class B Stock Amount Owned of Record Shares*	*$2.50 Par Value Amount Owned Beneficially Shares*
William S. Paley (a)	Class B Director President	20,530	108,510[1]	400,088[2]	340,726
Prescott S. Bush (b)	Class A Director	------	14[3]	------	13[3]
Ralph F. Colin	Class B Director	1,044	1,044	------	------
J. A. W. Iglehart, Jr. (c)	Class A Director	2,200	2,200	------	------
Paul W. Kesten	Class A Director Vice President	544	544	------	------
Edward Klauber	Class A Director Exec. V. Pres.	1,820	1,820	------	------
Isaac D. Levy (d)	Class B Director	64,200	63,200	23,465	23,465
Leon Levy (e)	Class B Director	37,850	37,850	44,900	49,900
Jerome H. Louchheim (f)	Class B Director	19,010	19,010	------	------
Jacob Paley (g)	Class B Director	21,458	21,458	------	33,362[4]
Samuel Paley (h)	Class A Director	13,000	13,000	2,000	28,000[5]
Dorsey Richardson	Class A Director	------	------	------	------
Mefford R. Runyon	Class B Director Vice President	1,346	1,346	------	------
Herbert Bayard Swope	Class A Director	------	10,000	------	------
Herbert V. Akerberg	Vice President	230	230	------	------
H. Leslie Atlass (i)	Vice President	300	300	------	------
Hugh K. Boice (resigned effective 10-20-38)	Vice President	674	674	40	40
Harry C. Butcher	Vice President	------	300	------	------
W. B. Lewis	Vice President	------	------	------	------
Lawrence W. Lowman (j)	Vice President	3,768	4,068	------	------
Sam Pickard (k)	Vice President	802	4,676	------	------
Donald W. Thornburgh	Vice President	100	100[6]	------	------
Frank K. White	Treasurer	------	------	------	------
Joseph H. Ream	Secretary	------	------	------	------
James M. Seward	Assistant Secretary Asst. Treasurer	------	------	200	200
S. R. Dean	Assistant Treasurer Comptroller	40	40	------	------
Arthur S. Padgett	Auditor	20	20	------	------

[1] The said 108,510 shares include 87,980 shares which William S. Paley owns indirectly, such 87,980 shares being owned by The Park Corporation, all of the outstanding stock of which is owned by William S. Paley.

[2] The said 400,088 shares include 59,362 shares held by William S. Paley as Voting Trustee under a certain Voting Trust Agreement, dated September 27, 1934. Said Voting Agreement was terminated under date of October 24, 1938 and William S. Paley is no longer the holder of the 59,362 shares.

[3] Owned indirectly through a corporation, some of the stock of which is owned by Prescott S. Bush.

[4] The said 33,362 shares were held of record by William S. Paley as Voting Trustee under a certain Voting Trust Agreement, dated September 27, 1934. Said Voting Trust Agreement was terminated on October 24, 1938 and the 33,362 shares are now held directly by Jacob Paley.

[5] The said 28,000 shares include 26,000 shares which were held of record by William S. Paley as Voting Trustee under a certain Voting Trust Agreement, dated Sept 27, 1934. Said Voting Trust Agreement was terminated on October 24, 1938 and the 26,000 shares are now held directly by Samuel Paley.

[6] The said 100 shares are held by Donald W. Thornburgh and Julia K. Thornburgh, as joint tenants with right of survivorship and not as tenants in common.

(a) Also owner of 110 2/3 shares of WCAU Broadcasting Co. common stock, and owns stock in Atchison Topeka & Sante Fe R.R. Co.; E. I. Dupont de Nemours & Co.; General Foods Corp.; General Motors Corp.; Liggett & Myers Tobacco Co.; Texas Co.; Time Inc.; U. S. Rubber Co.

(b) Through partnership, of which he is a member, has indirect interests in American Home Product stock owned by said partnership.

(c) Owner of stock in Time Inc.

(d) Chairman of board, director and treasurer, WCAU Broadcasting Co.; owner of 326 2/3 shares of WCAU Broadcasting Co. common stock.

(e) Director and president, WCAU Broadcasting Co.; owner of 326 2/3 shares WCAU Broadcasting Co. common stock.

(f) Owner of stock in Continental Baking Co.

(g) Director, WCAU Broadcasting Co.; owner of 8 shares WCAU Broadcasting Co. common stock; also owner of stock in Atlantic Refining Co., Bank of America, Chrysler Corp., General Motors Corp., Texas Corp.

(h) Director, WCAU Broadcasting Co.; owner of 108 shares WCAU Broadcasting Co. common stock; owner of stock in American Tobacco Co., Atlantic Refining Co., Chrysler Corp., Coca Cola Co., E. I. Dupont de Nemours & Co., General Motors Corp., Liggett & Myers Tobacco Co., Philip Morris & Co. Ltd., Procter & Gamble Co.; R. J. Reynolds Tobacco Co., U. S. Rubber Co.

(i) Vice president, Johnson-Kennedy Radio Corp. (Station WIND); director, WJJD Inc.; director, vice-president and treasurer Public Service Broadcasting Co., owner of 205 shares Public Service Broadcasting Co. common stock.

(j) Director, WDRC Inc.; owner of 112 shares WDRC Inc. common stock; owner of 111 shares WHP Inc. common stock; owner of 350 shares Western Ontario Broadcasting Co. Ltd., stock.

(k) Owner of 138 shares WHP Inc. common stock; owner of 300 shares Western Ontario Broadcasting Co. Inc. common stock; owner of stock in Chrysler Corp., General Motors Corp., Texas Co., Phillips Petroleum Co.

time sales of owned and operated stations $4,174,526 and miscellaneous sales of lines, talent, etc., $1,909,611.

Ramifications of the CBS financial structure consumed all of the session Jan. 12, with Mr. White still on the stand. He was subjected to detailed questioning by Mr. Porter and to a lesser extent by acting Chairman Brown and Commissioner Sykes on phases of CBS ownership from its inception.

Opening the testimony, Mr. White brought out that he had estimated that CBS and its key stations during 1937 spent approximately $5,200,000 for sustaining programs or an average of about $100,000 per week. While records of this character were not kept on regular ledgers, he said he felt this was a "fair and reliable estimate".

The manner in which CBS computes depreciation of its physical assets was outlined by Mr. White, after he had explained that current rates are in conformity with percentages established by the Internal Revenue Bureau for tax purposes. These depreciation rates were fixed after conferences with Internal Revenue officials in 1926, and reserves for depreciation have been adjusted retroactively to bring the accrued depreciation into line with Bureau rulings, he declared.

Data Sought on Personal Holding Company

In 1932, furniture and fixtures were depreciated at 15% but now are 12½%, he said. Improvements to leased premises have been depreciated over the terms of the lease; rearrangements of improvements are depreciated at 33% for 1932 and 1937; studio technical equipment, 20% in 1932 and 16⅔% in 1937; remote or field equipment 20% in 1932 and 33⅓% in 1937; photographic equipment, no figure for 1932 and 15% for 1937; general engineering equipment, no figure for 1932 and 50% in 1937; transmitter technical equipment, 25% in 1932 and 16⅔% in 1937; ground antenna 33⅓% in 1932 and 16⅔% in 1937; towers 20% in 1932 and 16⅔% in 1937; transmitter buildings, 15% in 1932 and 16⅔% in 1937; shortwave equipment, 25% in 1932 and 25% in 1937.

Introduced along with the depreciation exhibit was another showing a summary of annual charges in reserve for depreciation from the fiscal years 1928 to 1937. This figure has grown from approximately $37,000 at the end of 1928 to $2,216,553 at the end of 1937.

Taking up cross-examination of Mr. White, Assistant General Counsel Porter first pursued the corporate history of CBS from its origin through the present. He sought to establish when the Paley family acquired control and how the Paramount-Famous Lasky Corp. figured in the ownership as had been related in the direct testimony of the witness.

It was in September, 1926, the Paley family acquired 2,515 shares of the 5,000 shares then outstanding to procure control, Mr. White reiterated. At that time Isaac D. Levy had 473 shares and Leon Levy 120 shares.

In breaking down the stockholdings, Mr. Porter dwelt particularly on the Park Corp., personal holding company for President Paley. Ralph F. Colin, general counsel of CBS and member of the law firm of Rosenberg, Goldmark & Colin, was listed as treasurer of this company. Mr. Porter asked that he be called as a witness to testify in connection with certain stock transactions involving the company and also in connection with a company identified as Parcol Corp., which apparently had been a separate corporation holding stock at the time Paramount was half owner of CBS preferred stock. Mr. Burns declared that Mr. Colin would be called to testify sometime before CBS concluded presentation of its case.

Voting Control by Stockholders Reviewed

Mr. Porter, concluded cross-examination of Mr. White at the morning session Jan. 13, questioning him further on the status of CBS stock issues and accounting details. Mr. Porter led the CBS treasurer through a detailed analysis of portions of CBS exhibits on its financial setup, largely amounting to a recapitulation of previous testimony. Mr. Porter's queries extended to the consolidated balance sheet and the treatment and disposal of items like goodwill and depreciation for subsidiary companies, along with payments to affiliates.

Asked by Commissioner Brown if there was any distinction in accounting practice between "goodwill" and "going concern" treatment, Mr. White finally said he was "a little inclined to the going concern angle".

Mr. Porter, concluding his cross-examination, reviewed his requests for additional information on CBS's transactions with Paramount, along with exhibits on stockholdings in CBS from 1933 to 1938 and a breakdown of the tabulation of good will items. Upon agreement of counsel, an appearance was set Jan. 17 for Mr. Colin, who is to testify on dealings with Park Corp. and Parcol.

On redirect Judge Burns pointed out in the record a statement previously made by Mr. White that Mr. Paley, by his control of 52% of the Class B stock, as of Jan. 1, 1938, could "control the board". Mr. White explained that the proper statement of the situation was that these holdings amounted merely to "control of voting" for Class B stock. He pointed out that with seven directors each for Class A and Class B stockholdings, although Mr. Paley in effect could vote the seven class B directors, he still did not hold enough Class A stock—11.4%—to elect a single Class A director, and hold a majority on the board.

From this Mr. Porter drew the conclusion that if Mr. Paley did not want something done, he could see that it was not done, through his voting control, while Judge Burns and Mr. White countered with the observation that conversely he could not insure acceptance of something else he did want done, through his voting power alone.

Responding to another question by Acting Chairman Brown, which could not be answered by Mr. White, Judge Burns explained that separate proxy committees are appointed for Class A and Class B stock. Quotations on the A and B stock run very closely together, with little comparative fluctuation and neither standing consistently above the other, Mr. White answered to a further query by Commissioner Brown.

The year 'round radio advertising industry directory number . . . *on your desk soon!*

New Production Firm

TESTED Radio Productions is the name of a new organization announced by Philip Fuhrmann, president, located at 122 W. 42d St., New York, established to produce, sell and distribute programs which have been tested on the air commercially. First of these successfully tested programs is to be *Calling All Cars*, sponsored by the Rio Grande Oil Co. on CBS Pacific stations for the last five years, and recently given the Institute of Audible Arts award for the finest drama on the West Coast during 1938. Axton-Fisher Tobacco Co., Louisville, Ky., has bought the recorded version of *Calling All Cars* for a test campaign for Twenty Grand cigarettes to be presented twice weekly on half-hour programs through McCann-Erickson, New York. The series, a gangster show, will start on Jan. 19 on WJR, Detroit, to be heard on Thursdays and Sundays, and on KMOX, St. Louis, on Tuesdays and Thursdays.

Operations in Europe Explained by Murrow

Edward R. Murrow, European director of CBS, took the stand Jan 13 to describe briefly the CBS operations abroad. As soon as transoceanic relays became feasible in 1930, CBS began to take advantage of this mode of program transmission, he explained, and now maintains a European staff, including part-time representatives in every major capitol of the continent, working under his direction.

In 1938, he declared, there were 241 broadcasts from abroad, of which 204 originated in Europe. Placed in the record were two publications produced by CBS, one dealing with the Austrian coup by Germany and the other with the Czechoslovakian crisis, both of which were extensively covered by CBS.

Mr. Murrow recited that there was only one instruction he received from CBS when he took over the European assignment in April, 1937, and that was to follow the same principles that govern CBS operations in this country. He was advised that CBS has no editorial policy and that there should be no interpretation and nothing that would reflect a given point of view or opinion.

Under cross-examination by Mr. Porter, Mr. Murrow said that on several occasons he has experienced difficulty in obtaining land-line facilities from certain European points. These difficulties generally occur during a crisis when the communications facilities are overloaded, he asserted.

When Mr. Porter asked whether any preference was given to any other American companies in connection with facilities for rebroadcast, Mr. Murrow said he could recall of no instance where such preference had been given to any of CBS's competitors insofar as transmission facilities were concerned.

Handling of Traffic Explained by Cowham

Hugh A. Cowham, CBS commercial manager in charge of its traffic department, called as the next witness, outlined the manner in which CBS traffic is handled. He placed in the record CBS contracts with the AT&T dating back to its origin and explained the various types of AT&T service. CBS at present spends about $130,000 per month for transmission facilities, he declared. In 1936, he explained, the basis for charging for lines was changed by AT&T from circuit line mileage to air line mileage but the charges at the same time were altered to compensate in part for this change.

In 1938 CBS disbursed an aggregate of $1,835,568 for all transmission facilities, which figure was about $3,000 higher than that for 1937 but more than $100,000 below the 1936 figure of $1,952,003.

For permanent lines, CBS spent $1,549,000 in 1938. Temporary lines involved an expenditure of $158,750; overseas service disbursements to RCA $20,862.31; overseas service to AT&T $18,820.09 and the balance for Western Union, Postal, RCA and teletype messages.

Wire mileage used on its program service network as of Dec. 1, 1938 totaled 12,812 miles of Schedule A or high grade permanent lines, and 751 miles of Schedule C, or permanent service speech circuits. In 1931 Schedule A lines aggregated 11,977 miles.

Mr. Cowham estimated that in addition approximately $100,000 per year is expended by CBS for remote pickups.

Mr. Cowham said he also made arrangements for shortwave facilities with AT&T and RCA. Asked if any preference was shown as between the two, Mr. Cowham said that at times facilities are available only from one company or the other while on other occcasions both companies will have facilities. He said there were no priorities in effect as between CBS and its competitors and that only the business necessities and the availability of the service were the determining factors. Facilities were bought on the basis of tariffs filed with the FCC, he said.

Mobile Unit's Commercials

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Jan. 17 starts a twice weekly quarter-hour series called *High School Sports Quiz* on WBBM, Chicago. Program is disc show of interviews by Pat Flanagan of WBBM with high school students carried from local candy shops near the schools via the WBBM mobile unit. Fitzpatrick Bros. Inc., Chicago (Automatic soap flakes), has increased its schedule to five quarter-hours weekly of *Mrs. Go to Market*, an afternoon disc show recorded by the mobile unit at various food marts. Neisser-Meyerhoff, Chicago, is agency for Fitzpatrick; N. W. Ayer & Son, Chicago, for Beich.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

AFRA Threatens Net Talent Strike

(Continued from page 14)

and of non-members, has given careful consideration to the revised proposals presented by you concerning radio talent, their wages and conditions of employment.

Our opinions which follow are offered in the spirit of the last paragraph of a letter addressed to the chairman of this Committee by your president, Eddie Cantor, which reads . . . "We believe the advertising agencies have a sense of responsibility concerning the ethics of their profession, and that even those who may consider themselves exempt from the foregoing abuses will join with us in our efforts to stabilize the industry and to protect the performers from exploitation."

We acknowledge our concern with the ethics in our business. It is not only with those with whom we work, and their recognition and rewards, but also with the future of that business.

This Conference Committee heartily concurs with the AFRA in desiring elimination of any abuses in working conditions in the radio business. We are happy to tell you that the Committee definitely favors a minimum wage, uniform time limits for rehearsals and pay for overtime thereafter, together with a definite rate of pay for rebroadcasts.

The investigation by this Committee supports the view that radio entertainers on the whole compose an industry of high pay and satisfactory working conditions. Any individual abuses that may exist, or which might later be introduced, we believe can be corrected by the suggestions which follow.

While our concern is to secure for talent conditions under which it can deliver its best performances, we are no less concerned with the maintenance of radio's competitive position with other media. We are definitely opposed to any measures that would raise the present cost of broadcasting to advertisers. We believe our suggestions can cure conditions which you report as existing, without raising the average cost of radio broadcasting.

In considering the wage rates hereinafter mentioned, it must be remembered that they are minimum and include the least important regular performer. The purpose of a minimum wage is to protect performers against isolated cases of unreasonably low pay. The minimum is high compared with other industries and other phases of entertainment, even those with the same risks of irregular employment.

It does not purport to equal the highest wages paid to non-star performers, wages which the industry as a whole cannot afford to pay as a minimum, especially the rank and file of smaller advertisers whose resources are limited.

We do not believe minimum wages will become the maximum any more than they have in the past; in our opinion, agencies will go on paying the maximum rates they have hitherto, regardless of any minimum.

The multiple discounts are practically confined to multiple day-time shows, giving steady weekly employment to the artist and enabling a fair weekly compensation with ample time to appear on other programs.

As we have informed you from the start, our body is not an employer of radio talent, nor are we in a position to make any commitment for sponsors or agencies; furthermore we have no authority to deal with the question of the Guild or Closed Shop, as indicated by our letter to you of Sept. 13, 1938. Not being an employer, our position has been that of a volunteer fact-finding body, to bring to your attention actual operating conditions as they exist between radio talent and their employers and give you our opinion relative thereto.

It should be definitely understood that acting in this capacity as a fact-finding body, we do not take the position that all employers of radio talent can meet the conditions mentioned herein. This is a problem which each employer must consider and solve for himself. Each individual employer of radio talent must determine for himself whether our conclusions of what are fair working conditions are in accordance with his experience and requirements.

In expressing our views we cannot put ourselves in the position of combining with AFRA to embarrass any employer in regard to working conditions or a minimum wage which might injure his business, nor can we be put in the position of preventing budding talent from securing employment, or handicapping it in any way.

The information that we have gathered indicates to us that if radio, as an advertising medium, is to be encouraged to continue to hold its competitive position and be permitted to grow, and if at the same time there is to be maximum employment and future opportunity for the great body of performers, then these needs can best be met, in our opinion, by the following working conditions and minimum rates. [See scale on page 14.]

AFRA Chicago Complaint

In late December, AFRA filed a complaint with NLRB, Chicago, charging the production department of NBC Central Division with unfair labor practices. Specifically, the complaint alleged that 10 of NBC's 13 production men had voted to join AFRA last Nov. 20, that on Dec. 5 Don Thompson was discharged and on Dec. 8 Lyle Barnhart was put on probation allegedly for concerted union activity, that on Dec. 9 and 16 NBC had refused to bargain collectively with AFRA. Prior to last November the NBC production staff belonged to Radio Production Directors' Guild, a private organization with no outside affiliation.

Sid Strotz, acting manager of NBC-Chicago, told BROADCASTING Jan. 10 that NBC had not been officially notified of the complaint. He said further that the NBC production department now numbers 15 exclusive of the production director. In commenting on the complaint, Ray Jones, executive secretary of AFRA, Chicago, said that it in no way concerned NBC sound effects men.

AFRA has filed a protest with the National Labor Relations Board against KWK, St. Louis, charging the station management with intimidation of employes in an election held at the station on Jan. 6 under NLRB auspices, to determine the bargaining agent for its singers, actors and announcers. A similar vote at WEW, St. Louis, resulted in the naming of AFRA as the agent for the talent employed at that station. KSD, St. Louis, waived an election, stipulating that AFRA should represent its talent. Previously the NLRB had certified AFRA as agent for the KMOX talent.

Ovaltine's Second Net

WANDER Co., Chicago, will expand the daytime serial program, *Carters of Elm Street*, from WMAQ, Chicago, to a seven-station Red network hookup on Feb. 13. Program, which has been sponsored by the company for several months in a test campaign on WMAQ, will be the second network show for Ovaltine, which is also advertised on the *Orphan Annie* juvenile serial which continues on the Red five days weekly. Both programs are placed through Blackett-Sample-Hummert, Chicago.

HOUSEHOLD MAGAZINE, Topeka, on Jan. 10 started a daily spot announcement campaign on 40 stations including WHKC, Columbus and CKLW, Windsor-Detroit, featuring a recipe contest. Presba, Fellers & Presba, Chicago, is agency.

THE FCC has denied as in default applications of Abe Corenson, formerly owner of the old KELW, Los Angeles, for construction permits for new local outlets in Evanston and Elgin, Ill.

Enjoy all the pleasures of MIAMI this winter

You can have all the luxurious comforts and pleasures that Miami offers. El Comodoro affords excellent facilities and is centrally located just a whisper from all activities.

The rates are well within your vacation budget. 250 artistically furnished and decorated rooms with combination tub and shower bath from $2.50 single, $4.00 double. Attractive season rates quoted upon request. The modern air-cooled coffee shop is famous for fine food at moderate prices. El Comodoro Cocktail Lounge is always a popular rendezvous.

Under the Personal Direction JOSEPH H. ADAMS, MANAGER

OPEN THE YEAR ROUND

EL COMODORO Hotel

S. W. FIRST ST. AT 2nd AVE

$atisfied $ponsors

THEY REACH THE FOREIGN RESIDENTS

69 %

of Metropolitan New York's population through our

$PECIALIZED $ERVICE

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

Newspapers Urged To Use Facsimile

Vance of RCA Says Process Will Develop Rapidly

HINTING that newspapers for their own good should "embrace and capitalize" on facsimile, H. C. Vance, manager of facsimile sales of RCA Mfg. Co., declared that "this new process of news distribution" will continue to develop regardless. He spoke to the convention of the Pennsylvania Newspaper Publishers Assn. at Harrisburg, Pa., Jan. 13.

Mr. Vance said that while rural populations probably could be served adequately by facsimile transmission during the night on regular long waves, city audiences, demanding more up-to-the-minute news, could be better served through use of the ultra-high frequency channels over which facsimile can be broadcast at any time. He also foresaw the simultaneous transmission, on separate wavelengths, of inter-related sound and facsimile programs, i.e., a cooking school or kitchen program broadcast on the sound channel and copies of the recipes via facsimile.

Up to the Public

"The newspaper industry has been following closely the rapidly increasing possibilities of radio broadcast facsimile," he observed. "Some newspapermen have expressed the thought that if newspapers generally do not enter the broadcast facsimile field, no such service will ever be developed for the public.

"History has shown many examples of the old story about the king who commanded the tide not to rise, but found that it rose anyway. If the public wants a broadcast facsimile service, that tide will rise, regardless of whether the present newspapers embrace it or not. Under these circumstances, should not the newspapers place themselves in a position to capitalize on this new process of news distribution?

"It is interesting to note that a large percentage of stations obtaining facsimile licenses are newspaper owned. They include the McClatchy stations at Sacramento and Fresno, Cal.; the *Buffalo Evening News*; the *St. Louis Post-Dispatch*; the *Chicago Tribune*; the *Detroit News* and the *Cleveland Plain-Dealer*."

Plans for New WJLS

JAMES L. COX, formerly with various stations in West Virginia and Pennsylvania, will be commercial manager of the new WJLS, Beckley, W. Va., now under construction under the direction of Joe L. Smith Jr., who secured the construction permit from the FCC last October. Mr. Smith reports the station will go on the air around Feb. 1 and that he will be manager. He is 22, and is interested in a local electrical appliance shop, hotel and newspaper. The station will operate with 100 watts night and 250 day on 1210 kc., and will be equipped with a composite transmitter, Collins speech input and a 198-foot Wincharger tower.

Gilmore Circus Renews

GILMORE OIL Co., Los Angeles (petroleum products), a consistent user of regional radio, on Feb. 17 for the third consecutive year renews for 52 weeks the *Gilmore Circus*, on six NBC-Pacific Coast Red network stations (KPO, KHQ, KOMO, KGW, KMED, KFI). Firm is one of the oldest radio users on the Pacific Coast, having started *Gilmore Circus* on an independent Los Angeles station several years ago, later switching to network. Agency is Botsford, Constantine & Gardner, Los Angeles.

Law Urged to Prohibit Liquor Sponsors on Air

ENACTMENT of legislation to prohibit radio advertising of alcoholic beverages is proposed by W. S. Alexander, Federal Alcohol Administrator, in his annual report to Congress, filed Jan. 5. The report also urges prohibition of alcoholic beverage advertising in Sunday newspapers; advertising portraying women, children and religious objects and insignia; and advertising referring to the tonic, food or medicinal qualities of alcoholic beverages.

In commenting on radio advertising, Mr. Anderson said, "I bring again to the attention of the Congress the fact that the present law does not prohibit radio advertising of alcoholic beverages. Although for a number of years there has been little or no advertising of distilled spirits over the radio, beer and wine are being so advertised. Unless radio advertising of alcoholic beverages is prohibited by law, it is not unlikely that the distilled spirits industry will desire to make use of this medium. I am convinced that radio advertising of alcoholic beverages is against good public policy and should be prohibited."

Aurora on MBS

AURORA LABORATORIES, Chicago (Clear-Again), on Jan. 9 started a new series of thrice weekly programs conducted by Stella Unger, *Your Hollywood News Girl*, on 10 MBS stations. Miss Unger, lyricist, script writer, and commentator, receives stories from her friends in Hollywood which make the news on her quarter-hour programs. Erwin, Wasey & Co., New York, handles the account.

WBNS
Columbus, Ohio
ALL YOU NEED IN CENTRAL OHIO
JOHN BLAIR REPRESENTATIVE
MERCHANDISING PROMOTION
5000 WATTS DAY

Growing Public Interest In Television Prompts RCA to Expand Exhibit

RAPID rise in public interest in television since the announcement that sets would be placed on the market in the spring has caused an almost complete revision in RCA's plans for its exhibit at the New York World's Fair, that company has announced, with a more than double increase in the audience capacity for viewing television over that originally planned.

Details of the revision are now being mapped out by architects and engineers, and all that is settled so far is that the "Television Living Room of Today," with period furniture and a new home model television receiver, and the "Radio Living Room of Tomorrow," with ultra-modern furniture and a combination instrument for receiving sound and sight broadcasting and facsimile and for recording and reproducing phonograph records, will be retained from the original plans.

Radio, television, motion pictures, telegraph, telephone, printing and the postal service will be dramatically presented in the Communications Exhibit at the New York World's Fair. Exhibit, which is being constructed by the Fair itself, is being designed by Donald Deskey, industrial designer, and will include models of the anticipated radios and other communications apparatus of the future. Exhibits will be described by a mechanical commentator.

SALESMEN of KDYL, Salt Lake City, have been provided portable radio sets to carry into client's offices.

Calls to Work

THE International Longshoremen's and Warehousemen's Union, San Francisco local, has requested from the FCC a ruling on whether KYA had the right to ban call-to-work announcements on the CIO-sponsored radio program. The San Francisco district council has been sponsoring a quarter-hour labor news period over KYA for several months. According to Chris Christensen, secretary for the longshoremen and warehousemen's union, the work call had been previously announced during this period. He said that the radio station saved men hours of waiting at the union hall and is directly of value in the efficient functioning of the port.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

BLACK GOLD
flows in
Ark-La-Tex. Area

Oil, the BLACK GOLD of the Southwest, flowing from thousands of wells in a compact area completely blanketed by KWKH and KTBS in SHREVEPORT made this section one of the few consistent WHITE SPOTS on the nation's business map in 1938. It placed and still places ready cash in the pockets of hundreds of thousands WHO SPEND FOR WHAT THEY WANT!

There's GOLD APLENTY in them "thar" ARK-LA-TEX wells and "thar" will be for years to come! Don't overlook the OPPORTUNITIES AFFORDED by KWKH and KTBS in giving BLANKET COVERAGE to this GOLDEN MARKET!

In the Center of the Worlds Greatest Oil and Gas Area
KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
REPRESENTED BY THE BRANHAM CO.
SHREVEPORT • LA •

Freer Named Chairman; FTC Policies Unchanged

COMMISSIONER Robert E. Freer, of Ohio, on Jan. 3 took office as chairman of the Federal Trade Commission for the calendar year 1939, under the rotating chairmanship plan of the FTC. Chairman Freer, who succeeds Commissioner Garland S. Ferguson, will remain in charge of the Radio & Periodicals Division, at least for the time being. It is believed no changes will be made in division assignments for the FTC commissioners.

President Roosevelt appointed Commissioner Freer as a Republican member of the FTC Aug. 24, 1935, to fill the unexpired term of Commissioner George C. Mathews, resigned. This unexpired term ended Sept. 25, 1938, and on Sept. 3, 1938, President Roosevelt reappointed Mr. Freer for the seven-year term authorized by statute.

Hollywood Radio Tours

NBC Hollywood Radio City, recently constructed at Sunset Blvd. and Vine St., that city, the first week in January was opened to the general public on regularly conducted tours with an admission charge of 40 cents per person. Although studio auditoriums have been opened to the public since inauguration of a program service in late September of last year, balance of the building was closed to inspection until now. CBS also charges a 40 cent admission for conducted tours of its Hollywood Columbia Square building.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Plaza 5-6570.

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TELECOMMUNICATIONS
LABORATORIES, INC.
37 W. 57th St., New York City

Congress Opens, Quiet on Radio

(*Continued from page 11*)

mittee are Senators Hill (D-Ala.), Mead (D-N. Y.), Barbour (R-N. J.).

Rep. Celler (D-N. Y.) "extended his remarks" in the *Congressional Record* Jan. 3 calling for establishment of a government owned and operated shortwave station in Panama for broadcasts to South America following the line of his defeated proposal of last session. With the Administration's policy being to encourage goodwill in Central and South American countries, strong pressure may be applied during this session for such legislation. Rep. Celler intends to reintroduce his bill.

Chairman McNinch put in an appearance on Capitol Hill Jan. 12 but it did not concern radio. He attended the public hearing of the Senate Judiciary subcommittee on the nomination of "my old friend Felix Frankfurter" as Associate Justice of the United States Supreme Court.

While at the hearing Mr. McNinch heard the future Justice defend the right of free speech not only in public assemblage but over the radio. Mr. Frankfurter's position was quite contrary to those who are now demanding close censorship of radio speeches.

Rep. Maloney (D-La.), on the opening day introduced a bill (HR-94) which would require that personal endorsements of articles advertised over the air be accompanied by a statement that the endorsement is paid for, if that happens to be the case. The bill specifies that it would be unlawful for any individual to broadcast by radio any recommendation of the use of any article, and, in such broadcast, to indicate that such person has used such article "unless such individual shall, at the time of such broadcast, also broadcast the fact, if true, that the recommendation was secured by the promise or payment of money or other valuable consideration, or that such person has been promised or has received money or other valuable consideration for the broadcast of which such recommendation is a part."

Senator Johnson (D-Col.) and Rep. Culkin (R-N. Y.) have introduced bills to prohibit the advertising of alcoholic beverages by radio.

Senator Sheppard (D-Tex.) on Jan. 12 reintroduced his bill (S. 550), to amend the Radio Act by making it mandatory that a radio operator be at least 21 years of age but this would not apply to amateur operators.

Members of Committees

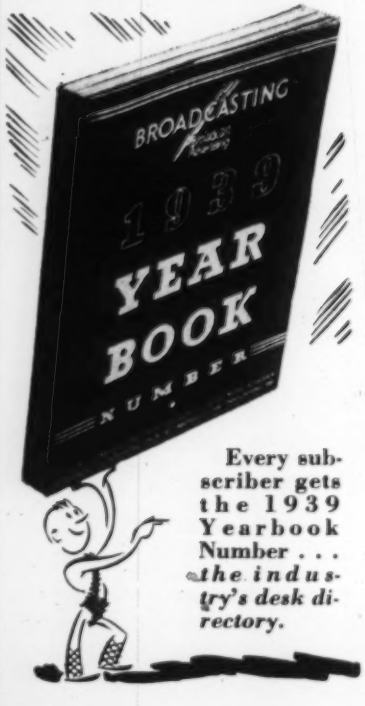
Full membership of the Senate committees having jurisdiction over legislation of interest to the broadcasting industry is:

INTERSTATE COMMERCE — Democrats: Wheeler, Montana, chairman; Smith, South Carolina; Wagner, New York; Barkley, Kentucky; Neely, West Virginia; Bone, Washington; Donahey, Ohio; Minton, Indiana; Truman, Missouri; Andrews, Florida; Johnson, Colorado; Schwartz, Wyoming; Hill, Alabama; Stewart, Tennessee. Republicans: White, Maine; Austin, Vermont; Tobey, New Hampshire; Reed, Kansas; Gurney, South Dakota. Farmer Labor: Shipstead, Minnesota; Lundeen, Minnesota.

COMMERCE—Democrats: Bailey, North Carolina, chairman; Sheppard Texas; Caraway, Arkansas; Clark, Missouri; Overton, Louisiana; Bilbo, Mississippi; Donahey, Ohio; Guffey, Pennsylvania; Maloney, Connecticut; Radcliffe, Maryland; Pepper, Florida; Lee, Oklahoma; Hill, Alabama; Mead, New York. Republicans: McNary, Oregon; Johnson, California; Vandenburg, Michigan; White, Maine; Gibson, Vermont; Barbour, New Jersey.

PATENTS—Democrats: Bone, Washington, chairman; Smith, South Carolina; Pepper, Florida; Clark, Idaho; Lucas, Illinois. Republicans: Norris, Nebraska; White, Maine.

House committee selections had not been completed as BROADCASTING went to press Jan. 13, but were expected to be announced momentarily.



Every subscriber gets the 1939 Yearbook Number . . . the industry's desk directory.

WORLD'S GREATEST TOBACCO MARKET!
Planter Pete says:

"The new shortwave mobile unit of WGTM is another reason why dials in Eastern North Carolina stay tuned to 1310."

WGTM
WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

Radio Libel Relief Bill Introduced in California

WITH the convening of State legislatures, a number of bills bearing on radio have been introduced. In California, two measures were introduced which would relieve broadcast stations of liability for libel or slander uttered over their facilities and another would waive the requirement for posting bond in libel and slander actions.

In the New York Legislature, several bills have been introduced which would make it a misdemeanor to incite racial or religious hatred and provide for a minimum fine of $200 and a minimum jail sentence of 90 days for violation. The owner of any station or other equipment for dissemination of information who knowingly would permit such utterances would be held liable along with the actual speaker.

Children's Programs

(*Continued from page 15*)

ment of an idea or suggestion is believed advisable the writer of a letter, if he lives near New York City, is invited to come to Radio City to discuss the matter.

Often letters received by NBC show that listeners are directing criticisms at the networks in a general way for programs that are not presented over NBC networks, Miss Cuthbert pointed out. These letters indicate that listeners fail to realize that networks are the least serious offenders in the production of poor programs for children.

Some of the "bad children's programs" mentioned in letters are in reality popular adult programs broadcast over the networks at a time when normally children are asleep, she explained.

These problems are often discussed by Miss Cuthbert's staff with which the staff is constantly in touch. These organizations have a membership of more than 8,000,000. They are consulted often and their suggestions always are invited.

Appearing for NBC were President Lenox R. Lohr; John F. Royal, vice-president in charge of programs; Martha McGrew, assistant to the president; Dr. Franklin Dunham, educational director; Walter G. Preston, educational assistant to Mr. Royal; Clay Morgan, public relations director; Janet MacRorie, commercial continuity acceptance director; June Hynd and Alma Kitchell, assistant directors of women's activities.

"HELLO, CLIFF SAMUELSON"
(Gen. Mills, Minneapolis)
Did You say MARKET-?

New Mexico is a big state. Its population is 423,000. PEORIA AREA is a rich, compact little area all within 60 miles of Peoria, yet IT has 605,646 people—high farm income—big industrial payrolls. You can cover PEORIAREA thoroughly with just ONE station—WMBD.

Free & Peters, Inc.
Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

New speakers bring new significance to the term:

"Presence"!

ASK YOUR ENGINEER

to check-up on these latest pace-setters!

NEW single unit loud speakers by Bell Telephone Laboratories and Western Electric—

That give you high quality reproduction at moderate power levels—

That distribute sound over angles of 30° to 45°—making them admirably suited for monitor or public address applications—

That reproduce so faithfully, that the artists are brought into the "presence" of the listener—

That add crystal clear "definition" that enables monitor operators and production men to better evaluate program balance—

That employ an entirely new diaphragm formation, new type permanent magnet and other new design features.

Ask your engineers about this suitable companion to the Western Electric 94 type amplifier. Or better yet—order one speaker, evaluate its reproduction quality and let your monitor operators and production men tell you how much it helps them! Then you'll order more!

DISTRIBUTORS

Graybar Electric Co., Graybar Building, New York, N. Y.
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.

HIGH QUALITY DIRECTIVE BEAM make the 750A and 751A ideal for MONITORING

Western Electric

Distributed by Graybar

RADIO TELEPHONE BROADCASTING EQUIPMENT

TITLED *Charlie Grimm's Fairy Tales*, a new Monday evening sports review starts on WBBM, Chicago, Jan. 16. The former Chicago Cubs manager will recount spring training camp stories with Jim Crusinberry, WBBM sports writer.

RADIANT FINISH Co., Chicago (Hy-Glo and Nu-Glo polishes), has started a six weekly five-minute series on WCFL, Chicago, called *Hy-Glo Safety Club*, a traffic safety program. Industrial Adv. Assn., Chicago, is agency.

Bekins Fund Up

BEKINS VAN & STORAGE Co., Los Angeles, one of the oldest consistent users of spot announcements on the Pacific Coast, has increased its 1939 radio advertising appropriation 20% over that of last year. Firm spent more than $28,000 during 1938 maintaining regular time signal schedules on major Pacific Coast stations. It is currently using KHJ KFRC KSFO KGB KDB KARM KMJ KFBK and will substantially increase coverage to include other stations. Details are now being completed. Brooks Adv. Agency, Los Angeles, has account.

WITH a record of having made a real contribution to law enforcement in the nation, the program *Gang Busters* on Jan. 11 marked its third year on the radio. Sponsored by Colgate-Palmolive-Peet Co., the broadcast on CBS presents an unusual record of public service with 110 criminals of all kinds apprehended as a direct or indirect result of the clues given on this Wednesday evening series.

B. T. BABBITT Co., New York (Bab-O cleanser), recently added KPO, San Francisco, to the list of West Coast stations carrying the transcribed serial *David Harum*, Monday through Friday, 2:30-2:45 p. m. Account was placed through Blackett-Sample-Hummert, New York.

LaGuardia Asks Lifting Of Experimental Ruling

REVIVAL of the issue over lifting of the experimental ban on international and other high-frequency broadcast stations, which prevents direct or indirect sale of time, has been provoked by New York's Mayor F. H. LaGuardia and will be the subject of a hearing before the FCC. A petition filed by the Mayor on behalf of WNYC, municipally-owned regular broadcast station, seeking changes in rebroadcasting rules, resulted in the designation for hearing before a Commissioner or group of FCC members.

Existing regulations prescribe that operators of high-frequency and international broadcast stations may not realize any pecuniary return from them. Mr. LaGuardia's petition not only asked that the provision be revised but that other rules be amended to permit rebroadcasting of such programs by international stations on a regular basis.

RIVAL PACKING Co., Chicago (dog food), on Jan. 16 starts *Miniature Minstrels* on WMAQ, that city, a Monday evening 15-minute minstrel show featuring Jack Holden and the Vagabonds. Agency: Charles Silver Co., Chicago.

PROFESSIONAL DIRECTORY

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg. Washington, D. C.
FCC matters prepared, filed and prosecuted by our staff of attorneys and engineers.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: Experienced commercial man for station in southwest. Must be of exceptional sales ability, progressive and willing to establish himself in one of the best towns in the west. Give references, qualifications, present employment and photograph in first letter. Here's an excellent opportunity for a real worker. Address Box 220, BROADCASTING.

Situations Wanted

Salesman: Experienced, acquainted national accounts. Go anywhere. Employed—wants change. Box A216, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

Commercial Manager—Four years' time-selling experience. Now employed. Desires relocation anywhere with opportunities. Box A221, BROADCASTING.

Desire radio operator position, preferably broadcast station. Holder of Radiotelephone Operator First Class and Radiotelegraph Operator Third Class Licenses. Single, twenty-six, high school education. Further information if desired. Eugene Ferguson, 2717 Revere Avenue, Dayton, Ohio.

Chief Engineer; Long experience, executive ability, now employed but seeking new connection. Personal interview. Box A215, BROADCASTING.

Producer, continuity writer, announcer with new program ideas. Regional station and network experience. Desires change. Box A219, BROADCASTING.

Station Manager with new, live ideas; guarantees results for your station. Box A217, BROADCASTING.

Experienced radio operator. First Class Radio telephone license. R. C. A. graduate. Good references. Desires position in small station anywhere. Box A218, BROADCASTING.

Radio operator—telephone 1st class. Twenty-five years old, married, 2½ years college E. E., A. T. I. trained, proficient typist. Go anywhere immediately. Box A212, BROADCASTING.

Station Manager thoroughly experienced and well qualified with excellent references. Familiar with all details of station operation but with widest experience in national and local selling. Available immediately. Box A210, BROADCASTING.

Situations Wanted (Cont'd.)

Announcer—single man, experience with network outlet, wishes announcing anywhere. Box A205, BROADCASTING.

General announcer including commercial, ballroom, special events, baseball, football, wrestling. Now employed. Ten years' experience including regional network. Excellent voice, diction and references. Write Box A213, BROADCASTING.

Announcer and program director desires job with local independent station. Single, reliable. Consider anything reasonable, will go anywhere. Invite investigation. Write Lloyd Hutchins, Thackerville, Oklahoma.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Schools

WRITING FOR RADIO
WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale—Equipment

Bargain: Two 7-B Presto professional recorders with six lead screws. Original cost $750 each—will sacrifice both units for $600. Individual price, $325.00. Box A211, BROADCASTING.

FOR SALE
One Western Electric 6B standard one kilowatt transmitter with type 1A frequency monitor for immediate sale for $2,000 cash; $1,000 without monitor.
Box A214, BROADCASTING

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Mexican Approval of Treaty Seen

(*Continued from page 9*)

ernment on the interference situation. This has been confused by the fact that shifts in assignments of Havana stations have been made frequently with the result that interference has cropped up all over the band for stations in this country.

October Refusal

The Mexican Senate last October refused to ratify the treaty in secret session. The only statement forthcoming was that it based its action on its view that the broadcast agreement "imposed limitations upon Mexico without affording any benefit in return." Unofficially, however, it was reported that operators of Mexican border stations established to serve American rather than Mexican audiences, had in some measure influenced the adverse action. Credence is given to that theory, since such stations, under the terms of the treaty, eventually would be eliminated and since definite facilities would be allocated for clear channel assignments in the interior of the country where they could serve Mexican nationals rather than American listeners.

After this development, the FCC named Commissioner T. A. M. Craven, who headed the American delegation to the conference, and Judge E. O. Sykes, charter member of both the Radio Commission and the FCC and familiar with treaty affairs, to consider the entire matter. Subsequently the Mexican Senate adjourned, leaving the way open for action by administrative agreement. The Mexican Senate does not convene again until next September.

By the terms of the treaty and the proposed rules and regulations, the existence of all stations in this country is assured, with many provisions also made for improvement. Many of the time-sharing stations would procure full-time by virtue of reduction in the number of clear assignments and revision of station categories, from three to six general classifications. In most instances, stations would be shifted from 10 to 30 kc. within the band 550-1600 kc. as a means of accommodating stations in Mexico and Cuba as well as Canada. The present three station classifications of clear, regional and local would be supplanted by a six-class structure, with duplication provided on all save Class I-A or dominant clear stations.

Division of Channels

Under the agreement, 59 of the channels would be designated as clear, 41 as regional and six as local, with mutual use of regionals and local channels among the nations, according to prescribed engineering specifications developed largely by the FCC and agreed to at a preliminary engineering conference in Havana two years ago. In the clear channel category, the treaty provides the United States would have accommodations for 63 stations, Mexico 15, Canada 14, Cuba 5, and Newfoundland, Dominican Republic and Haiti one each. Of the total of 32 exclusive channels assigned to this country, the original FCC proposal was that 25 of these channels be made Class I-A with minimum power of 50,000 watts. How these channels would be divided, along with the superpower issue, constitute the most controverted portions of the projected new allocations.

Do you know French Canada's Listener Preference?

●

The Only Field of Its Kind in America!

●

Unbiased Radio Surveys That Tell The Truth

●

Write for details
ADVERTISING RESEARCH BUREAU
1425 Dorchester St. West
Montreal, Quebec.

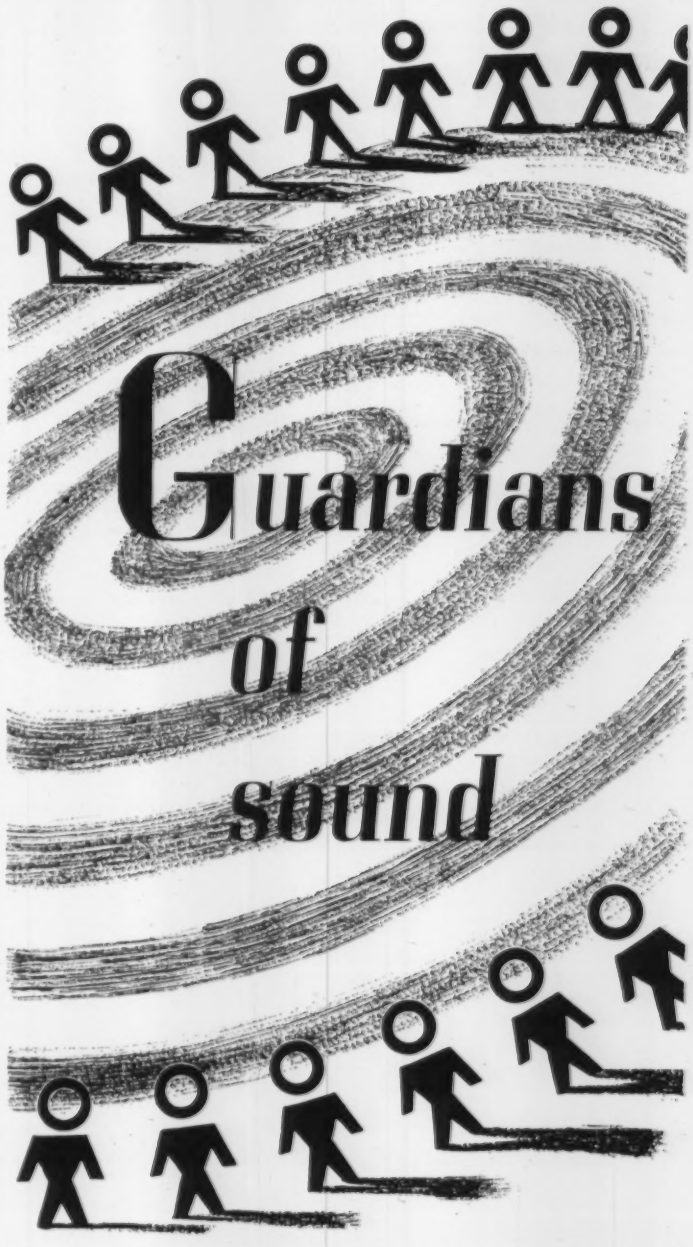
4 out of 5 NEBRASKANS

Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ

Clay Center, Neb.

Randall Ryan, *Mgr.*



In the country's large cities, trained telephone men at special switching panels guard and guide the radio programs of the nation. At scheduled times and at split-second signals, programs are routed from station to station, forming networks almost instantaneously.

Back of these men and this equipment stand the resources of the Bell Telephone Laboratories, insuring continuous progress in the science of sound transmission.

The faithful transmission of network programs is a substantial contribution of the telephone engineer to the public's enjoyment of radio.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 30 TO JANUARY 13, INCLUSIVE

Decisions . . .

DECEMBER 30

MISCELLANEOUS—NEW, Phila. Radio Bcstg. Co., Philadelphia, granted dismissal without prejudice applic. new station; KAND, Corsicana, Tex., granted order take depositions; WJBW, New Orleans, granted petition take depositions.

JANUARY 3

MISCELLANEOUS—KUSD, Vermillion, S. D., license extended on temporary basis pending action on renewal applic.; WFBG, Altoona, Pa., denied hearing on same date as WJAC (1-11-39); NEW, United Theatres, San Juan, P. R., granted petition take depositions; KGEK, Sterling, Col., denied as in default applic. move studio and trans. to Denver; WJIM, Lansing, Mich., granted dismissal without prej. applic. CP 630 kc 500 w 1 kw LS unl., heretofore set for hearing.

JANUARY 3

NEW, W. F. Huffman, Wisconsin Rapids —Denied CP 580 kc 250 w unl.

WTAW, College Station; KTBC, Austin, Tex.—WTAW denied CP move equip., increase hours; KTBC granted mod. CP change equip.

WNYC, New York—Applic. rebroadcast high-frequency programs set for hearing.

WTMJ, Milwaukee—Television applic. referred to committee of Commissioners Craven, Brown, Case.

WAIR, Winston-Salem, N. C.—Denied mod. license unl. time.

MISCELLANEOUS—WHBY, Green Bay, Wis.—Granted CP to move to Appleton, Wis., new radiator, etc.; WMC, Memphis, granted 30-day auth. 5 kw N. NEW, Edward Breen & A. R. Loomis II. Fort Dodge, Ia., granted change of applicant to Northwest Bcstg. Co., and for further hearing; NEW, Abraham Plotkin, Chicago, denied as in default applic. CP 1570 kc 1 kw unl.; KIDO, Boise, Idaho, retired to close files applic. increase power.

Motion of WLTH, WARD to strike proposed findings of fact on behalf of WBBC denied; granted extension time for WLTH, WARD to file briefs; WBBC granted extension time file briefs.

SET FOR HEARING—NEW, Spartanburg Adv. Co., Spartanburg, S. C., CP 1370 kc 100-250 w unl.; NEW, Panama City Bcstg. Co., Panama City, Fla., CP 1200 kc 100-250 w unl.; WHDH, Boston, CP new equip., directional antenna, increase 1 to 5 kw unl.; WNAC, Boston, applic. mod. CP amended to directional N, increase N 1 to 5 kw unl.; WNAC, Boston, applic. mod. CP amended to directional N, increase N 1 to 5 kw; KFJZ, Fort Worth, CP amended move trans., studio, new equip., directional antenna, change 1370 kc 100-250 w to 930 kc 500 w unl.

JANUARY 5

NEW, Wm. F. Huffman, Wisconsin Rapids, Wis.—Denied CP 580 kc 250 w unl.

WAIR, Winston-Salem, N. C.—Denied mod. license to 1250 kc 250 w unl.

WTAW, College Station, Tex.; KTBC, Austin—WTAW denied CP increase hours; KTBC granted mod. CP re equip.

WINS, New York—Granted CP new equip.

WJHL, Johnson City, Tenn.—Granted license for CP 1200 kc 100-250 w unl.

MISCELLANEOUS — NEW, Tacoma Bcstrs., Tacoma, Wash., granted oral argument 1-19-39; NEW, Michael J. Mingo, Tacoma, same; effective date of order cancelling modif. license of Long Island Bcstg. Corp. extended 30 days from 1-5-39; WAGA, Atlanta, hearing continued to 2-14-39; WNEL, San Juan, P. R., granted auth. take depositions; WKAQ, San Juan, same.

JANUARY 7

MISCELLANEOUS — NEW, Elgin Bcstg. Assn., Elgin, Ill., denied as in default CP 1500 kc 100 w D; NEW, Northwestern Bcstg. Assn., Evanston, Ill., denied as in default CP 1310 kc 100 w unl.; NEW, Dalhart Bcstg. Co., Dalhart, Tex., denied as in default CP 1500 kc 100-250 w unl.; orders to take depositions granted Suffolk Bcstg. Corp., Gate Bcstg. Co., Northside Bcstg. Corp., Juan Piza, Radio Corp. of Puerto Rico; NEW, Brockway Co., Watertown, N. Y., granted motion intervene; KTAT, Wichita Falls, granted continuance hearing and consolidation of hearings on applic. increase power, move to Wichita Falls and transfer control; KTBS, Shreveport, La., granted petition accept answer re KCMC applic.; WMEX, Boston, denied bill of particulars re WLAC applic.; KGB, KFSD, overruled joint petition 30 days extension to file proposed findings of fact and conclusions in KEHE and KECA grants; KGGG, San Francisco, granted extension time applic. renewal and vol. assign. license; NEW, Abraham Plotkin, Chicago, 1570 kc 1 kw unl., denied as in default.

JANUARY 9

WEST, Easton, Pa.; WKBO, Harrisburg—Granted mod. license to unl.

KVOA, Tucson, Ariz.—Granted applic. transfer control to KTAR Bcstg. Co.

General Electric Co.—Granted four television stations, one at Albany, one at Bridgeport, two at Schenectady.

WGNY, Newburg, N. Y.—Granted CP 1220 kc 250 w D.

NEW, S. B. Quigley, Mobile—Granted CP 1200 kc 100 w D.

MISCELLANEOUS—KFAB and WBBM granted extension exp. auth. synchronize; WAPI, granted extension exp. auth. 5 kw; KVOO, Tulsa, granted extension exp. auth. 25 kw unl; KWKH, Shreveport; granted extension exp. auth. 10 kw; WPTF, Raleigh, granted extension exp. auth. 5 kw N; WWL, New Orleans, granted extension exp. auth. 10 kw; WLAC, Nashville, denied reconsideration and grant without hearing applic. 50 kw etc.; KDAL, Duluth, rescinded order of 12-12-38 setting renewal for hearing along with applic. transfer control, and granted applic. transfer control to Dalton A. and Charles LeMasurier; WBIL, New York, license extended on temporary basis.

SET FOR HEARING—KFAB, Lincoln, Neb., CP amended re equip., etc., to 1080 kc 50 kw unl; WFBG, Altoona, Pa., mod. license to unl.; NEW, Birney Imes, Columbus, Miss., CP 1370 kc 100-250 w unl.; NEW, Thomas R. McTammany, Modesto, Cal., CP amended to 1340 kc 250 w unl.; WSUI, IOWA City, Ia., CP increase to 1-5 kw directional.

JANUARY 10

MISCELLANEOUS — WGNC, Gastonia, N. C., granted mod. CP trans. studio sites, radiator; KOME, Tulsa, granted license for CP new station 1310 kc 250 w D.

JANUARY 13

MISCELLANEOUS—Orders to take depositions granted KCRJ, KRRV, Gateway Bcstg. Co., Enrique Abarca Sanfeliz, WFMD, Albermarle Bcstg. Co.; NEW, Radio Enterprises, and NEW, Assoc. Ark. Newspapers, Hot Springs, Ark., granted dismissal applics. new stations; NEW, Pee Dee Bcstg. Co., Florence, S. C. granted extension time file proposed findings re applic. mod. license, etc.; NEW, Olney Bcstg. Co., Olney, Ill., denied motion strike part of proposed finding of WGBF and WBOW.

Examiners' Reports . . .

NEW, Orville W. Lyerla, Herrin, Ill.; WEBQ, Harrisburg, Ill.; KFVS, Cape Girardeau, Mo.—Examiner Seward recommended (I-755) that applic. Orville W. Lyerla for CP 1310 kc 100-250 w unl. be granted; applic. WEBQ mod. license to 1310 kc 100-250 w unl. be denied; applic. KFVS mod. license to unl. be denied.

KROC, Rochester, Minn.; NEW, So. Neb. Bcstg. Co., Hastings, Neb.—Examiner Seward recommended (I-757) for CP change 1310 kc 100-250 w unl. to 920 kc 500 w 1 kc LS unl. be denied; that applic. So. Neb. Bcstg. Co. for CP 920 kc 1-5 kw unl. be denied as in default.

KTBS, Shreveport, La.—Examiner Berry recommended (I-758) that applic. change 1450 kc 1 kw unl. to 620 kc 1-5 kw unl. be denied if either KMLB or KWFT applics. be granted; otherwise that KTBS applic. be granted.

WDEL, Wilmington, Del. — Examiner Bramhall recommended (I-759) that applic. increase D to 1 kw be granted.

NEW, McComb Bcstg. Corp., McComb, Miss.—Examiner Berry recommended (supplemental to I-653) that applic. CP 1200 kc 100 w D be granted.

NEW, Drohlich Bros., Sedalia, Mo.—Examiner Irwin recommended (I-760) that applic. CP 1500 kc 100-250 w unl. be granted.

KHSL, Chico, Cal.; KVCV, Redding, Cal.—Examiner Irwin recommended (I-762) that applic. transfer control to Ray McClung, Horace E. Thomas and Stanley R. Pratt Jr. be granted.

Applications . . .

JANUARY 3

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc to LS New Orleans, 1 kw.

WTIC, Hartford—Extension exp. auth. Simul. KRLD unl. 1040 kc.

WFMJ, Youngstown—Mod. CP re trans., antenna.

KDKA, Pittsburgh—CP new equip., change trans. to Middle Road, Indiana Twp., Pa.

KPLT, Paris, Tex.—Mod. license D to unl. 100 w N.

KMAC, San Antonio—CP change 1370 kc 100-250 w to 630 kc 1 kw unl.

WCLS, Joliet, Ill. — License for CP change equip.

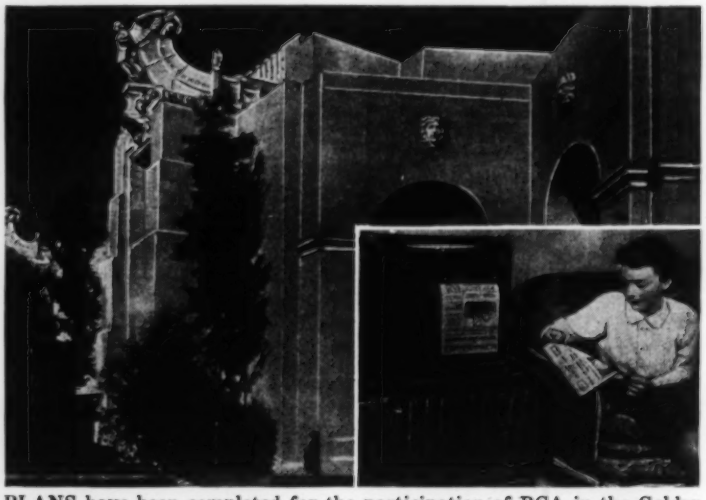
WCHV, Charlottesville, Va.—Transfer control to Mrs. Hugh M. Curtler.

WIRE, Indianapolis—License for CP aux. trans.

JANUARY 5

WJBK, Detroit—CP move trans., new antenna.

WGPC, Albany, Ga.—Mod. license to Albany Bcstg. Co.



PLANS have been completed for the participation of RCA in the Golden Gate International Exposition at San Francisco, which opens Feb. 18. Various services of RCA, including RCA Mfg. Co., Radiomarine, RCA Communications and NBC, will participate in an exhibit showing experimental television, radio facsimile, new developments in the field of ultra-shortwave transmission and reception, action of the automatic SOS alarm, and the latest improvements in home radio receivers. Photos show Fair's Electrical and Communications Building, with inset showing one of the exhibits to be shown there, an RCA facsimile receiver.

Muzak Home Service

MUZAK Corp., which for three years has been supplying musical programs without advertising to hotels and restaurants in New York and which recently started a sponsored program service for bars and grills, has entered the home entertainment field with the installation of a "carrier current transmitter" in the Crystal and Crystal buildings at 405 E. 54th St. and 404 E. 55th St., Manhattan. Programs, transmitted over the electric power lines of the building, are available through special equipment housed in a cabinet resembling a radio receiver, which has six buttons, one for Muzak's non-commercial musical service, four for the programs of the four leading stations and one for "off". Rental cost is approximately that of a telephone. Muzak plans to expand this home service to other apartment buildings in the near future.

Dudley B. McGowan

DUDLEY B. McGOWAN, radio technical expert, at one time associated with the U. S. Radio Supervisor's office in San Francisco and more recently radio maintenance chief of the San Francisco Department of Electricity, died in the bay city Jan. 8 of complications which followed an appendectomy. Mr. McGowan, recognized as one of the West's most brilliant electrical experts, supervised the installation of all police radio equipment in San Francisco. He is survived by his mother, Mrs. Jessie McGowan of San Francisco.

WNBC, New Britain, Conn., made a 1,700-mile pickup Dec. 31 when a local high school football team played at Baton Rouge, La. Harry Ginsberg did the play-by-play account.

NEW, John R. Pepper, Greenville, Miss. —CP 1310 kc 100-250 w unl.

WIS, Columbia, S. C.—Vol. assign. license to Liberty Life Insurance Co.

KRLD, Dallas — Extension exp. auth. Simul.-WTIC.

WHBL, Sheboygan, Wis.—Mod. CP re trans.

KOOS, Marshfield, Ore.—License for CP new trans.

JANUARY 7

WWRL, Woodside, L. I.—Mod. license for WCNW facilities amended to unl. and also WMBQ facilities.

WHIO, Dayton—CP change trans.

WICA, Ashtabula, O.—CP new trans., increase 250 w to 1 kw.

WSTP, Salisbury, N. C.—License for CP new station.

KFDA, Amarillo, Tex.—Mod. CP change equip., trans., antenna.

KVGB, Great Bend, Kan.—Vol. assign. license to Helen Townsley.

KVNU, Logan, Utah—License for CP new station.

WCOU, Lewiston, Me.—CP increase to 100-250 w.

WCBS, Springfield, Ill.—CP new trans., directional, change 1420 kc 100-250 w to 1290 kc 1 kw, amended to 500 w 1 kw D.

NEW, Grant Union High School District, N. Sacramento, Cal.—CP 1420 kc 100 w D, amended to 1370 kc.

JANUARY 12

WDRC, Hartford—CP increase N to 5 kw, amended to directional.

WOR, Newark—CP change antenna, trans.

CBS—Extension auth. transmit programs to CBC.

NEW, Northwest Bcstg. Co., Fort Dodge, Ia.—CP 1370 kc 100-250 w unl., amended to change corporate name as listed herewith.

Network Accounts

All time EST unless otherwise indicated.

New Business

PERSONAL FINANCE Co., Newark (loan service), on Jan. 23 starts *Doc Barclay's Daughters* on 29 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

DUART MFG. Co., San Francisco (Creme of Milk products), on Jan. 15 starts *Human Interest* on 8 CBS Pacific stations, Sun., 2:30-3 p. m. Agency: Erwin, Wasey & Co., San Francisco.

VANETTE HOSIERY MILLS, Dallas, Tex., on Jan. 14 started *Fashion Previews* featuring Lorraine Andresen, Sat., 7:45-8 a. m. (CST), originating in Chicago and aired on following NBC southern network: WREN WKY KGKO KXYZ KRGV KTBS KTHS WMPS WDSU. Agency: Grant Adv. Inc., Dallas.

CALAVO GROWERS of California, Los Angeles (avocadas), on Jan. 5 started for 4 weeks, *Housewives Protective League* with Fletcher Wiley, commentator, on 6 CBS Pacific Coast stations Thurs., 12:45-1 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

WANDER Co., Chicago (Ovaltine), on Feb. 13 starts *Carters of Elm Street* on 7 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

NARAGANSETT BREWING Co., Cranston, R. I., on Jan. 3 started 39 participations in *Yankee Network News Service*, on 15 Yankee stations. Agency: Arthur Braitsch, Providence.

Renewal Accounts

CHAS. H. PHILLIPS CHEMICAL Co., New York (milk of magnesia), on Feb. 3 renews *Waltz Time* on 45 NBC-Red stations, Fri., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

STANDARD OIL Co., of California, San Francisco, on Jan. 5 renewed *Standard School* on 12 NBC Pacific stations. Thurs.,11-11:45 a. m. (PST), and *Standard Symphony* on 5 NBC-Pacific stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson, San Francisco.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Feb. 5 renews for 52 weeks *Manhattan Merry-Go-Round* on 33 NBC-Red stations, Sun., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Wheeling (Bayer Aspirin), on Feb. 5 renews for 52 weeks *American Album of Familiar Music* on 59 NBC-Red stations Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS, New York (Bi-So-Dol), on Jan. 31 renews for 52 weeks *Mr. Keen, Tracer of Lost Persons* on 44 NBC-Blue stations, Tues., Wed., and Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (Anacin tablets), on Jan. 31 renews for 52 weeks *Easy Aces* on 45 NBC-Blue stations, Tues., Wed., and Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

FLORIDA FUN for fatigued "furriners" might caption this shot. Seated, l. to r., are L. B. Wilson, WCKY, Cincinnati, who spends his winters at Miami Beach and Fred Hopkins, owner of WJBK, Detroit, his guest at the Five O'clock Club, Miami Beach night spot.

GOSPEL Broadcasting Assn., Los Angeles (religious), on Jan. 1 renewed for 52 weeks, *Old Fashioned Revival Hour*, on 86 MBS network stations, Sun., 6-7 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec 22 renewed for 10 weeks *Early Morning News* on 13 California Don Lee stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: Raymond R. Morgan Co., Hollywood.

PACIFIC UNION CONFERENCE, Seventh Day Adventists, Los Angeles (religious), on Jan. 1 renewed for 52 weeks *Voice of Prophecy* on 13 California Don Lee network stations, Sun., 9:30-10 p. m. Agency: Lisle Sheldon Adv., Los Angeles.

GENERAL MILLS, Minneapolis (Corn Kix), on Jan. 17 renews for 13 weeks *The Grouch Club* on 3 California CBS stations (KNX KSFO KARM) and adds KFPY, KOIN, KIRO, KVI to list. Tues., 9:30-10 p. m. (PST). Agency: Blackett, Sample & Hummert, Chicago.

GENERAL FOODS Corp., New York (Postum), on Jan. 2 renewed for 52 weeks *Lum & Abner* on 41 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. (EST), with rebroadcast, 8:15-8:30 p. m. (PST). KARM, Fresno, Cal., is to be added on Feb. 27. Agency: Young & Rubicam, N. Y.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 3 renews *Lady Esther Serenade* on 47 NBC-Red stations, Fri. 9-9:30 p. m. for 52 weeks. Agency: Lord & Thomas, Chicago.

LEWIS HOWE Co., St. Louis (Tums), on Jan. 10 renewed *Vocal Varieties*, Tues. and Thurs., 6:15-6:30 p. m., on 30 NBC-Red stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream), on Jan. 10 renewed *Battle of the Sexes* on 34 NBC-Red stations, Tues., 8-8:30 p. m., (CST). Agency. Stack-Goble Adv. Agency, Chicago.

GENERAL MILLS, Minneapolis (Corn Kix), on Jan. 17 renews *Grouch Club* and adds 4 CBS Pacific stations, making a total of 7 in all, Tues., 9:30-10 p. m. PST. Agency: Blackett-Sample-Hummert, Chicago.

Like *Hour of Charm*

WOMEN'S National Institute, sponsored by the Women's National Exposition of Arts and Industries, recently sent out a questionnaire to over 200 women music lovers throughout the country to discover their opinion of General Electric Co.'s *Hour of Charm* program on NBC which features Phil Spitalny and his all-girl orchestra with Dorothy Thompson as commentator. According to Mrs. Gertrude E. Fox, chairman of the Institute, "the success and growing popularity of the *Hour of Charm* will undoubtedly influence the appreciation and greater demand for women in the arts." The survey resulted in a 50% return from the women heading radio and musical clubs to whom it was sent and showed a high appreciation of Spitalny's music, with special praise for Dorothy Thompson and for Evelyn with her "magic violin."

GILMORE OIL Co., Los Angeles (petroleum products), on Feb. 17 renews for 52 weeks, Gilmore Circus, on 6 NBC-Pacific Red network stations, Fri., 9-9:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

Network Changes

EUCLID CANDY Co., Oakland, Cal., (candy), on Jan. 9 added KSL, and on Jan. 16 adds KOY and KGAR to *Headlines on Parade* with Knox Manning on 6 CBS Pacific network stations.

CARNATION Co., Milwaukee (condensed milk), added 27 stations of Maritime, Ontario and Prairie groups of CBC to *Contented Hour* on 63 NBC-Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., New York.

STANDARD BRANDS, New York (Fleischmann Yeast), added 27 CBC stations *True or False* on 20 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson, Montreal.

STANDARD BRANDS, New York, (Chase & Sanborn coffee) added 27 CBC stations to *Chase & Sanborn hour* on 59 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson, Montreal.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes) on Jan. 16 switched *Eddie Cantor's Camel Caravan* on CBS from New York to Hollywood.

STANDARD BRANDS, New York, on Feb. 2 switches *Rudy Vallee Variety Hour* on NBC-Red from Hollywood to New York.

Calling All Fires

O. A. JOHNSON Insurance Agency, operated by a full-blooded opportunist, has placed a standing order with KGNF, North Platte, Neb., to broadcast a spot announcement on fire insurance every time a fire occurs in North Platte. The telephone company notifies the station of the exact location of the fire, the announcer on duty breaks into whatever sustaining program is on the air, sounds a fire siren sound effect and reads the location, along with a previously prepared announcement elaborating on the benefits of fire insurance. Timeliness of the announcement is reported to have brought immediate sales results.

WHEELING STEEL Corp., Wheeling (metal products), on Jan. 15 adds WAAB, WDGY, WATL, KTAT to MBS *Musical Steelmakers*, Sun., 5-5:30 p. m. CKLW Jan. 22 and WRVA as soon as time can be cleared.

PHILIP MORRIS & Co., New York (cigarettes), on Jan. 31 renews for 52 weeks *Johnny Presents* on 60 NBC-Red stations, 8-8:30 p. m. (repeat, 11:30-12 midnight); on Jan. 28 changes to Johnny Green's orchestra on CBS, Sat., 8 p. m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Jan. 28 will renew *Your Hit Parade* on 96 CBS stations. Sat., 10 p. m.

MR. E. H. RIETZKE — PRESIDENT OF CREI

It's

YOUR JOB *Today-*

to prepare for a better radio job tomorrow!

Don't say you never had the opportunity to get ahead—for HERE IT IS! Radio wants you—and needs you—for those new important jobs that new equipment and new developments have created. But you must have ADEQUATE TRAINING FIRST. CREI courses in Practical Radio Engineering will develop your ability to qualify for a better job. Today is your chance to send for our important story.

FREE Booklet!

Write today for copy of our illustrated booklet — "A Tested Plan for a Future in Radio."

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-1 3224 16th Street, N. W.
WASHINGTON, D. C.

CREI

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 **$40** Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

USING the theme "Men, Methods and Machinery", the Oklahoma Publishing Co., operating two newspapers, a farm paper and three broadcast stations (WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs) has launched a comprehensive promotional campaign for 1939, using trade media and a series of direct mail brochures.

Mr. Meyerson

Evolved by E. K. Gaylord, president and founder, and Edgar T. Bell, secretary-treasurer and general manager of the company, the campaign is under the personal direction of J. I. Meyerson, sales promotion coordinator. All company properties are included in the campaign, which coincides with the observance of Oklahoma's Golden Anniversary, and the founding of the *Oklahoma Times*, as well as the 36 years of achievement of the Oklahoma Publishing Co., the growth of which has been synonymous with Oklahoma's development.

Mr. Meyerson graphically portrayed the exploitation in presentations in Chicago and New York on Jan. 4 and 5, respectively, to selected audiences, including personnel of the Katz Agency Inc., national representatives. In addition to the *Times* and the three stations, the organization also publishes the *Oklahoma City Oklahoman*, and the *Farmer-Stockman*, and operates Mistletoe Express, a unique organization which started a decade back for statewide distribution of the company's newspapers, but which now maintains a general express service, including even hauling of the U. S. mails to remote Oklahoma areas.

* * *

Ten Ten in Tunnels

WHN, New York, has arranged with the Port of New York Authority to advertise its call letters and its slogan, *Dial 1010*, on large signs placed at all toll booths of the Lincoln and Holland Tunnels, the George Washington, Goethals and Bayonne Bridges, and the Outerbridge Crossing.

WHEATIES trophy for the best merchandising job in behalf of the breakfast food's *All-Texas Football Roundup* was awarded recently to KXYZ, Houston, TSN affiliate. Here are, l to r, Tilford Jones, president, and Frank Smith, manager of KXYZ, receiving the trophy from Sam Bennett, vice-president of TSN, representing Elliott Roosevelt, TSN president.

Merchandising & Promotion

Tube Signs—Pins on Map—Manning's Book—Ding Dong—Knob Collar—Trailers

MBS Ads Selected

AMERICAN Institute of Graphic Arts has selected three Mutual advertisements—"Eyes That Do Not See", "Who Said Radio Is Expensive?" and "Whales for Sale"—for copy excellence, design and layout. This is the third award for the MBS sales promotion department in the past six months. MBS promotion was chosen as one of the 50 direct mail leaders in 1938, and Robert A. Schmid, sales promotion director, was given a place in the Gallery of Direct Mail in the latest issue of *Reporter & Postage and Mail Bag*, first radio man to be so honored.

Sales promotion booklet *What Goes on Here* and an ad titled *Out of Our Hat*, part of the WOR sales promotion, were honored by the Institute. Joseph Creamer heads the WOR sales promotion department.

* * *

Christmas in Longview

TWO NEW angles on the "Christmas Greetings" idea were instituted by KWLK, Longview, Wash. Instead of the regular spot announcement, the station recorded five-minute talks by the merchants of Longview and Kelso. Some of the merchants included their entire staffs on the discs and each had a word of thanks for the past year's patronage. Another Christmas and New Year plan was used by KWLK. A local department store purchased two quarter-hours on each of the two days and spent the entire time calling a list of patrons on the telephone, wishing them a personal holiday greeting.

* * *

Functional Animation

CARICATURES of the activities of NBC's various departments, drawn by Bill Eddy, television engineer, are used as illustrations for a 1939 calendar sent out by NBC. A dozen cartoons, one for each month, deal with station relations, transmission engineers, traffic, television, guest tours, production, sales, artists service, international division, press, chimes and the legal department. Caricatures were first published in *The Transmitter*, NBC house organ.

* * *

Plugs for WTAR

TO PROMOTE its power boost, WTAR, Norfolk, Va., is sending key agencies six-inch transcriptions with a message from the management. The cutting starts with an imitation of the familiar tobacco auctioneer, followed with ". . . . sold to WTAR, Norfolk, Virginia, 5,000 watts!"

* * *

Tellers of Bank Tales

TO BOOST interest in *Musical Favorites*, transcribed music-interview half-hour presented by Milwaukee County banks on WTMJ, Milwaukee, sponsors are putting out lively little blotters for distribution at bank tellers windows.

* * *

Pins in Birmingham

WAPI, Birmingham, has installed a big coverage map in its offices on which a pin is stuck at the source of every fan letter as it is received.

Ranger Trailer

KWTO, Springfield, Mo., runs movie trailers calling attention to its *Lone Ranger* broadcasts, thrice-weekly for Princess crackers, at two theatres running the *Lone Ranger* serial in picture form. Arranged for KWTO by John E. Pearson, manager of national accounts, the trailer runs immediately after the movie version, calling attention to the radio program on the station, and KWTO in return plugs the screen version for the theatres.

* * *

Much About Manning

LATEST promotional brochure of WTAM, Cleveland, is in the mail to advertising agencies and station representatives. It is a large three-page folder, printed in red and black, telling of Sports Announcer Tom Manning's accomplishments. The copy includes a full-page picture of the trophy presented Manning by the *Sporting News*, as "the outstanding baseball announcer of 1938". The brochure is the work of Howard Barton, WTAM promotion and sales manager.

* * *

Crosley at Fair

CROSLEY Corp., Cincinnati, has signed for three-quarters of an acre of space at the New York World's Fair, according to Powel Crosley Jr., president. An exhibit hall and studio will be erected, the studio to be used by WLW. Construction will begin soon, Mr. Crosley said. The building will be modern in treatment, built along two sides of a wedge-shaped plot on the Court of Communications. Exhibits of Crosley products will be on display.

* * *

Chimes in Stores

SEVERAL San Francisco department store radio quarters are ringing NBC chimes, the Christmas gift of the network's San Francisco press chief, Milton Samuel. They were sent to heads of radio departments in stores, who had cooperated with the NBC press division in using picture displays of NBC artists. The radio departments use the chimes to summon salesmen when customers are waiting.

* * *

Collar for Radio Knobs

BACKING its *Story of Mary Marlin* serial on WTMJ, Milwaukee, Procter & Gamble sent a factory detail man to the city to head a crew of 25 distributors who sampled 80% of Milwaukee homes with Ivory Soap and hung on each doorknob a promotion piece, to be hung on the radio knob, instructing, "Listen to the *Story of Mary Marlin* daily at 2 p. m. over WTMJ".

* * *

Rate Cards in Leather

RATE CARDS for Iowa Broadcasting System stations—WMT, Waterloo; KSO and KRNT, Des Moines—along with WNAX, Yankton, are being distributed to a list of leading radio agencies and advertisers in a leather folder carrying the name of individual recipients.

KSFO Promotion

DELETION of the radio columns and news in the San Francisco Bay area newspapers has been responsible for the birth of many unique promotion schemes by the Golden Gate stations [BROADCASTING, Dec. 1]. KSFO has formulated several merchandising and promotional ideas, calling attention to its feature programs and personalities. Philip G. Lasky, general manager, anounces that KSFO has a permanent display in a huge showcase at the San Francisco Ferry Bldg., which is viewed by thousands of commuters daily. The station is advertising its major features in a weekly pamphlet published by San Francisco Theaters Inc. Fifteen thousand of these are distributed weekly to all San Francisco restaurants, stores and cigar stands by a chain of six theaters.

Tying in with various San Francisco theaters, KSFO has established a "Black Chapel Club" for theater patrons who don't want to miss the weekly Hollywood mystery drama. Each Friday night between 11:45 and midnight the theaters dim their house-lights, take their film off the silver screen and through their public address systems, bring the mystery thriller to their patrons, with full credit going to KSFO. The station also has a trailer tie-up with a group of theaters, has a huge display of photographs of KSFO and CBS artists in a Palace Hotel window on Market Street and in other downtown buildings.

* * *

Pictures on WSYR

TWO-PAGE pictorial spread on studio personalities was given WSYR, Syracuse, in the city's new picture magazine, "Night and Day in Syracuse", which made its debut Jan. 1. The display, captioned "Night and Day . . . at Radio Station WSYR", offers pictures of the station's program department. Editors of the magazine plan to run two more pages of WSYR staff members in the February issue.

* * *

WCAE's White Space

WCAE, Pittsburgh, during the holiday season used four full-page ads in the *Pittsburgh Sun-Telegraph* in a 10-day period and increased its daily space from 12 to 30 inches to list its services. Ads included a tribute to druggists, a Christmas greeting to listeners, a list of WCAE educational features, and a New Year's Pledge to present the best programs during 1939.

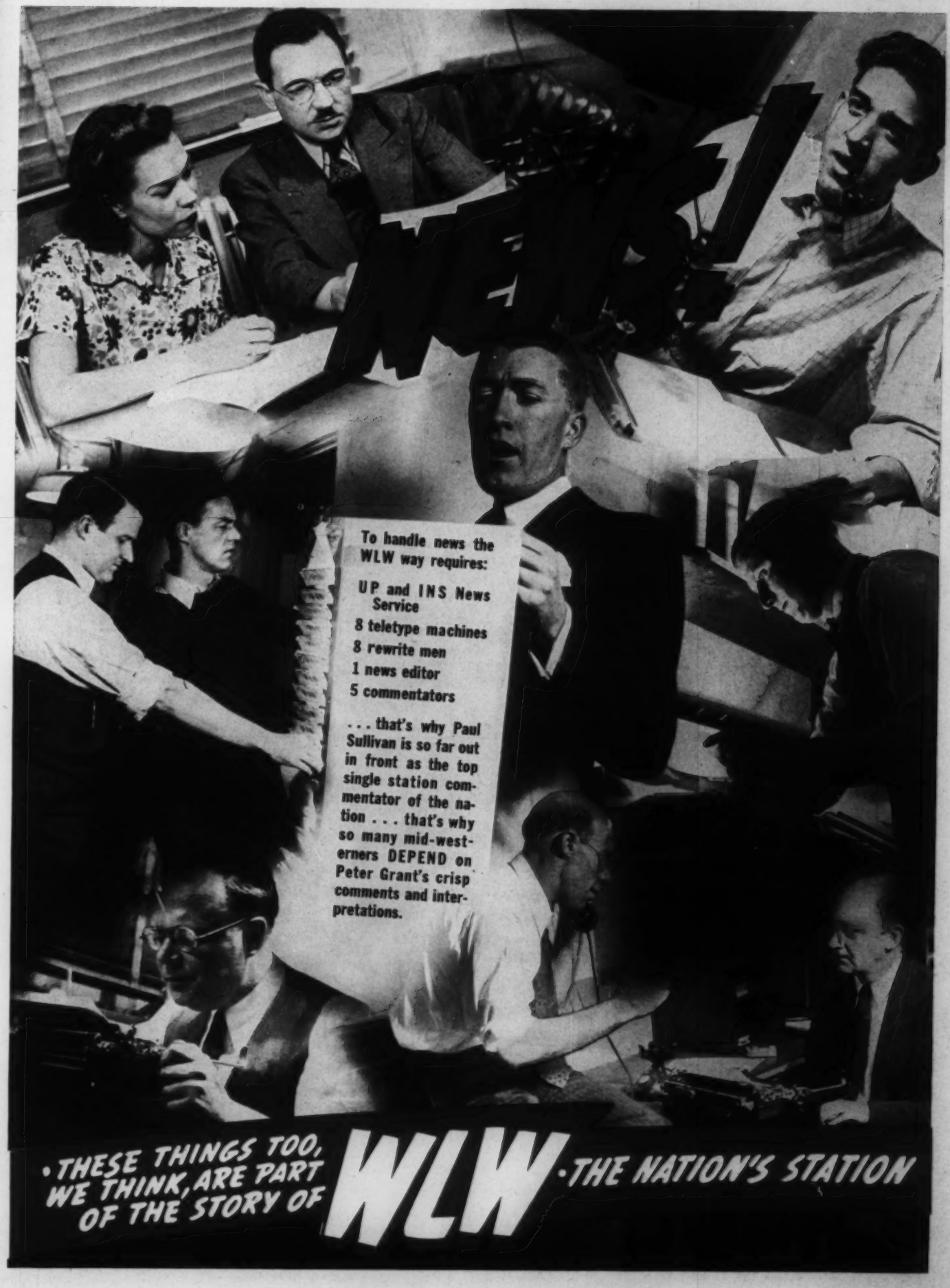
* * *

WSAI Trailers

MOVIE trailers promoting commercial broadcasts on WSAI, Cincinnati, have been placed in eight local theatres.

Finding Charley

WHEN the *Chase & Sanborn Program* recently was withdrawn from stations of the NBC Southeastern group, WIS, Columbia, S. C., responded graciously with the announcement that although the program no longer was carried by Carolina stations, "WIS listeners who are particularly interested in the program may desire to know that it is still scheduled over WSB, Atlanta, and WLW, Cincinnati."


To handle news the WLW way requires:
UP and INS News Service
8 teletype machines
8 rewrite men
1 news editor
5 commentators
. . . that's why Paul Sullivan is so far out in front as the top single station commentator of the nation . . . that's why so many mid-westerners DEPEND on Peter Grant's crisp comments and interpretations.
• THESE THINGS TOO, WE THINK, ARE PART OF THE STORY OF WLW • THE NATION'S STATION

RCA Introduces

New WHITE SCREEN TELEVISION TUBES

906-P4—WHITE SCREEN...$15.00

Introducing the new RCA-906-P4, a 3-inch television Kinescope. Similar to the present RCA-906 Cathode-Ray Tube, this new tube features a white fluorescent screen—*and* an unusually low cost! In addition to its low inital cost, this new tube provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting-plate loading and prevents drifting of the pattern with changes in bias.

1802-P4—WHITE SCREEN...$27.50

Introducing the 1802-P4, a 5-inch television Kinescope having electrostatic deflection and white screen. This tube provides excellent quality television pictures. *The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on 3-inch tube.* Separate terminals are provided in the new Magnal 11-pin base for each deflecting plate.

1802-P1—GREEN SCREEN...$24.75

Introducing the 1802-P1, a new 5-inch oscillograph tube which is similar to the 1802-P4 except for its green screen. In oscillographic application the 1802-P1 represents extremely high quality because it is capable of providing excellent television pictures. For television purposes this tube operates well with an anode potential of 1200 volts.

NEW RCA MONOSCOPE

The new RCA-1899 Monoscope provides a convenient source of video signal for testing television equipment and for demonstrating television principles. The pattern contains calibrated resolution wedges to indicate the amount of detail the associated equipment can resolve. Other features of the pattern provide tests for linearity of scanning, spot defocusing, amplitude response, frequency response, phase response, and general quality of picture reproduction. Price $95.00.

RCA presents the Magic Key every Sunday, 2 to 3 P.M., E.S.T., on the NBC Blue Network

RCA Radio Tubes—first in metal, foremost in glass, finest in performance

RCA for TELEVISION

XUM